



PNACAC News

PACIFIC NORTHWEST ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

Spring 2009

President's Pen

Reflections on the Past Year



Michael McKeon, PNACAC President ; Seattle University, Dean of Admissions

When assuming the PNACAC presidency one assumes the opportunity to advance an agenda and, perhaps, to be a change agent. After all, as president-elect you have just overseen a conference that reflects your style and allows you to demonstrate creativity and deploy event planning skills. Well, that's what I assumed at the outset, but that just shows how naïve a 53-year-old can be. As I came to conclude my term as president, I recognized the president simply helps to coordinate and ease the efforts of the team and the actual direction of the organization and any change is created by the standing committees and their chairs (not unlike managing an admissions office.) Your satisfaction as president comes not from your own achievements (of which there might be very few) but instead the individual and collective achievements of the team. Reflecting on the past year, there were many things accomplished by team members that give me considerable vicarious satisfaction:

- The “drive-in workshops” for school counselors on the financial aid process organized under the auspices of the Professional Development Committee that took place in Salem, Seattle, and Spokane (thanks to Willamette, Seattle, and Gonzaga Universities, respectively.) These realized our goal to work in collaboration with other organizations – in this case our colleagues in financial aid, the U.S. Department of Education, and the College Board.
- The inaugural PNACAC legislative advocacy day this past March in Olympia. The event was extremely well organized and besides advancing PNACAC’s legislative agenda, provided participants with professional development. This too represented collaborative work with colleagues in parallel organizations, specifically the Independent Colleges of Washington, and Washington State’s Higher Education Coordinating Board. Particular praise needs to be given to Linfield’s Kristie Patterson, head of the Government Relations Committee, and Grant Blume of the University of Washington. This was a beta initiative and we look forward to seeing it duplicated in Salem this coming year, and then Boise, Helena, and Juneau as well.
- The creation of an Inter-Associational Committee, now chaired by Matt Gruhler of St. Martin’s University. This presents a multitude of opportunities for synergy through dialog and collaboration with our colleagues in other organizations. During a time of diminishing resources, this will help to reduce redundancy and presents a new horizon for professional development of our membership. I am looking forward to seeing this committee’s progress.
- The creation of a technology committee, now chaired by Dan Overbay of Clark College, which promises to assure a consistent and reliable website and up-to-date listserv for the organization. It has become increasingly evident that the internet is now essential to the viability of the organization.
- The fine work updating our bylaws and policies and procedures by past-president Ralph Burrelle. These changes will enable a leaner Executive Board to operate more nimbly and efficiently, and will better utilize PNACAC’s limited resources.

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Willis to Run for National Office

Simply put, everything I have done on a professional basis, be it coaching, mentoring or counseling, has prepared me for NACAC leadership.



Mike Willis,
Bellarmine
Preparatory School,
Director of College
Counseling

I came to the counseling profession from coaching basketball. Lessons learned on the court transferred nicely. After 33 years of doing both as a career, I have been able to identify three values that have led to my success: having a passion for what you do, maintaining perspective in how you do it, and exhibiting leadership while you do it. I learned them as a coach. I live them as a counselor. I practice them daily.

I have had the unique opportunity of serving students in the counseling center at the college level and in high school. I teach, direct, facilitate and mentor students as they begin to formulate their future plans. I have always had the passion to do this.

Whether I was writing a college planning guide or developing a four-year parent night calendar the desire was always there. This passion is pure pleasure and pure joy. I am sure this is the reason for my decades-long work with PNACAC/NACAC. Building team, building expectations.

Keeping perspective, though, has been a real balancing act. Creating team within the department, developing my job, promoting association work, and being a husband and father has tested me. Finding perspective was a challenge. Building the whole person (always a goal) and empowering a team. It takes experiences and leadership to do both. I found this out as PNACAC president and NACAC annual conference planner. We persevere. We lead. We help build.

Admittedly, I have had more opportunity for leadership in my

association work than I have had on the court. By design, I love working with students as they formulate, as they research, as they apply and as they commit. I am fortunate to be around them in their decision-making mode. Any effect on their future plans? I hope so. Any effect on their dreams? I hope so. I have also learned from the parents. Leadership has provided me a good platform to listen and to act decisively—skills I hope to share as a NACAC Director.

Frosty Westering, highly successful coach at Pacific Lutheran University, has written our job is to make people understand “the big time is where you are.” I look back at my 33 years to see my “big time” was where I have been. It was every school I worked at. It was with every family I served. It was with every student/athlete I mentored. I am ready to make NACAC my next “big time” commitment.

Continued from page 1

- The work of the Awards and Nominations Committee. Court Hanson stepped up to take on chairing this committee (again) when the position became vacant, and mobilized the NACAC delegates as a representative committee. They have done a fine job, and have expanded their scope so that PNACAC can now provide well deserved recognition for the service of long standing leaders.
- The hiring of an executive assistant to facilitate the organization’s work and to assure continuity with the ongoing changes in the Executive Board. This position represents an evolution in PNACAC’s professionalism and was a concept very carefully nurtured by past-President Ralph Burrelle. The position has been filled by Di Tran, most recently a counselor at Holy Names Academy.
- The outstanding job done by the Local Area Arrangements Committee for the annual NACAC conference this past fall in Seattle, under the able leadership of Bellarmine Prep’s

Mike Willis and Keith White of Marquette University. Not only was the conference the finest in anyone’s history, it left all visitors envious because they don’t live in the Northwest. The ball was pitched to us for the first time in 20 years and PNACAC knocked it out of the park.

I have, however, only noted the new and noteworthy above. Many hours were clocked by other committed colleagues volunteering their personal time to sustain PNACAC’s ongoing initiatives in pursuit of student advocacy.

It is always astonishing how quickly time seems to pass when you want to get things done (of course, the day job does tend to get in the way.) While you always want more time in such cases, I can look above and take satisfaction from the work of my colleagues and feel considerable pride getting to have worked with them.

Personal Reflection

by Cynthia Doran, Oregon Episcopal School (OES), Director of College Counselor (retiring)

I first came to St. Helen's Hall (yes, it was still a girls' school) in the fall of 1965. I taught English 10, U.S. History, and Christian Ethics (The girls wore uniforms, and everyone stood up when the teacher came into the room.). Two years later, when we adopted our first son, I dropped back to teaching part-time. In 1974, David Leach, the Headmaster, was looking for someone to help out with college counseling. (The school had become co-educational, and uniforms had disappeared.) He knew that I interviewed for my alma mater, Wellesley, and so he thought of me. A teacher and then the librarian had been the college counselor, but it was a relatively small part of their contracts.

In 1976, when the librarian left in mid-year for a hard-to-pass-up position at the Cranbrook Schools, Peter Sipple, the Headmaster then, asked me if I would fill in for the rest of the year. I agreed, and by June, he decided that it had gone well enough that he could ask me if I would stay on. It was, however, still very much a part-time job. I worked one day a week and had a budget of \$10. When I made long distance phone calls, I was always very conscious of the time!

My limited budget wasn't the only thing that was different back then. In 1974 we were sending dittoed information about the school to colleges (Remember those awful purple duplicates?). Moving on to college seemed like more of an "add-on" at that time, rather than the important focus it has become at OES. As a school we lacked a comprehensive profile, and there was little or no system for processing applications. I did most of the work myself, with some clerical help from the Headmaster's administrative assistant. While the occasional OES student considered institutions far afield, most of the graduates looked at regional colleges and universities.

Over the years, the department and the college counseling program have slowly become more substantial. While some thirty colleges visited OES in the 1970's, there are now almost 100 that come through our doors each fall. I, in turn, have visited by invitation more than 100 colleges and universities.

If seniors can find good institutional matches, they will ... realize more of their dreams.

OES has become a member of the National Association for College Admission Counseling and the College Board. I routinely attend both organizations' national conferences and have served on regional and national committees. The College Decisions program has evolved—eventually winding up as the focus of the junior trip at the beginning of the school year. College admissions officers have welcomed the opportunity to come to OES at their own expense each February to address, first, the junior parents and then, the juniors. Seniors now apply to the full range of colleges nationally and, sometimes, even internationally. We have a college counseling team—three teachers take on a dozen counselees apiece—and our administrative assistant is almost full-time. A comprehensive college counseling and processing computer program, Naviance, facilitates all parts of the process.

OES students can now register for the SAT and even apply to college electronically. There's no more waiting for college applications to arrive in the mail! Web-site or email notifications of college admission results arrive simultaneously all over the country and the world, so that the arrival of the postman with the "fat envelope"

has become nearly superfluous. Email has also made communicating with college reps much easier for college counselors. Unfortunately, not all of the recent developments have made the college admission process less stressful. In the eighties, the media discovered that articles about college admissions sold copy, and rankings became a big money maker for U.S. News & World Report. When rankings stressed the significance of SATs in the admission process at highly selective colleges, a giant test prep industry developed. Stanley Kaplan became a multi-millionaire! Subsequently a cottage industry of independent college counselors sprang up. One, based for a time in Portland, charged \$29,000 for her services!

College counseling is a profession I've enjoyed. It's been a little like coaching—helping young people through a process they often find difficult and confusing. Because most teenagers won't risk being rude to their college counselors, I have been treated respectfully. Seniors feel as if we hold their lives in our hands. While that isn't true—they are in charge of their own fate far more than they might like to realize—this has been an added benefit. Occasionally, I worry about "helicopter" parents who threaten to take over the college application process, but we work hard at attempting to make everyone realize that the college search and application process should be a valuable learning experience. If seniors can find good institutional matches, they will thrive educationally for the next four years and be able to go on to realize more of their dreams. It's been fun to watch that happen.

And now, for me, it's time for life's next adventure.

Cynthia was awarded a special lifetime service award at the 2009 Annual Conference in Vancouver. Thanks for your service to students and our or-

Government Relations Update

It has been a truly rewarding year for the Government Relations Committee! First, I must begin by touting the success of our inaugural Legislative Advocacy Day in Olympia, Washington on February 10. Nineteen PNACAC members attended the daylong event and represented both the college and high school perspectives, as well as the eastern and western parts of the state.

The advocacy day agenda, expertly planned by event coordinator Grant Blume (University of Washington), was segmented into a series of workshops and sessions, which included:

- a presentation by Ann Daley, Executive Director of the Washington State Higher Education Coordinating Board, on higher education dynamics in Washington State;
- Senate and House committee hearings on higher education policy under consideration in the legislature;
- a discussion with Greg Schneider of Independent Colleges of Washington (ICW) regarding how to effectively advocate at the grassroots level; and,
- an opportunity for each PNACAC member to meet with his or her elected officials.

As this was our first year for this event, we asked the participants, "What would you tell PNACAC members about your experience now that you've attended a PNACAC legislative advocacy day?" Here are some the responses we received:

"The legislative advocacy day is a great opportunity for personal growth. We have to get outside our

comfort zones, learn how to become an active participant in the governing of our state, and take time to collaborate with colleagues on something bigger than our own institutional issues."

"This is a great way to get some first hand exposure to issues and processes that are extremely relevant to our roles in higher education."

"We all need to be more involved with making our views known to our legislators and supporting lobbying efforts on behalf of PNACAC."

In the post-event survey, 100% said they would participate in future legislative events. Many thanks to all those intrepid Washingtonians who participated in this new effort!

I must also publicly acknowledge the tremendous effort Grant put into this event – without his enthusiasm, expertise and tenacity, this event would not have been the smash success it was. Thank you, Grant, for your incredible leadership and hard work!

Our advocacy efforts continued in March, when three of our members - President Michael McKeon, President-elect Cathy McMeekan and I - attended NACAC's Legislative Conference in Washington, DC.

Much of the focus of this year's national conference was on *The Pathways to College Act*, a bill sponsored by Senator Richard Durbin (D-III) which adopted many of the recommendations relating to college admission counseling drafted by NACAC. The bill, which would be funded through the reauthorization of No Child Left Behind, would provide support to high school counsel-

ing programs in the neediest areas. We learned that the Legislative Conference has been suspended for 2010 as NACAC encourages its regional ACAC's to focus on state and local efforts in what is likely to be another challenging year.

Even with the certain challenges and setbacks, I look to the upcoming year with a great deal of excitement – anxious to build on the momentum we achieved in 2008-09. Plans for next year include not one, but two, legislative events: a second event in Washington state and one in my home state of Oregon. To pull this off, we need some enthusiastic, civic-minded PNACAC professionals to join our efforts. If you have want to get involved with PNACAC, here's your chance to take on a leadership role or just help out. Please contact me at kpatter@linfield.edu if you would like to get involved!



Kristie Patterson,
Government Relations Chair;
Senior Associate Director of Admission - Linfield College

For more information on NACAC's government relations activities, visit the web site or contact NACAC staff at legislative@nacac.com.

Save the Date!

2009 NACAC National Conference in Baltimore, Maryland

Dates: September 24 - 26, 2009
Location: Baltimore Convention Center

2010 PNACAC Annual Conference in Boise, Idaho

Dates: May 20 - 22, 2010
Location: The Grove Hotel in Boise

PNACAC College Fair Dates 2009–2010

PNACAC sponsors college fairs each fall and spring and co-sponsors fairs with the National Association for College Admission Counseling each fall.

Mid-Willamette College Fair

Date: Sunday, October 11th, 2009 Time: Noon-3 pm
Location: Lane Community College Gym, Bldg. #5
Contact: David Van Der Haeghen, VanDerHaeghenD@lanec.edu

Douglas County College Fair

Date: Monday, October 12th, 2009 Time: 11:30 – 3 pm
Location: Roseburg High School, Roseburg, OR
Contact: Jim Early, yearly@roseburg.k12.or.us

Central Oregon College Fair

Date: Tuesday, October 13th, 2009 Time: 9:30 am – 12:30 pm
Location: Deschutes County Fairgrounds, Redmond, OR
Contact: Carolyn Platt, cplatt@bendcable.com

Southern Oregon/Northern California College Fair

Date: Thursday, October 15th, 2009 Time: 9 am – Noon
Location: Medford Armory, Medford, OR
Contact: Adrienne Hill, ahill97520@yahoo.com

Seattle College Fair

Date: Saturday, March 6th, 2010 Time: Noon - 3pm
Location: Seattle University, the Connolly Center
Contact: Matt Bishop, bishopm@seattleu.edu

Portland College Fair

Date: Sunday, March 7th, 2010 Time: Noon - 3pm
Location: University of Portland, the Chiles Center
Contact: Matt Deschner Deschner@up.edu

Boise College Fair

Date: Saturday, March 20th, 2010 Time: Noon - 3pm
Location: Boise State University, Student Union Building
Contact: Jennifer Cardenas jennycardenas@boisestate.edu

Register Online:

www.pnacac.org

Questions about registration?
Contact Andrea Frangi
frangia@seattleu.edu

PNACAC Summer Institute

Scheduled for August 3-6 at Lewis and Clark College in Portland, Oregon.

Join a team of outstanding faculty to learn new tips for success in working with your students. Network with college counselors and admission professionals and enjoy a bit of the Pacific Northwest. The tentative agenda is available on the PNACAC website.

Professional Development Opportunities

Eastern WA / Western ID College Tour

We invite college counselors to blaze the trails with us in Eastern Washington and Western Idaho for a tour of colleges and universities. Our adventures will begin Sunday, July 12 and last through the week. Participating colleges include: Boise State University, College of Idaho, Gonzaga University, Eastern Oregon University, Eastern Washington University, Lewis-Clark, State College, University of Idaho, Washington State University, Whitman College, and Whitworth University.

Registration information for these two programs is available online by selecting the Professional Development link on www.pnacac.org.

Guiding the Way to Inclusion Conference

The DEA (Diversity, Equity and Access) Committee would like to offer a professional development opportunity for our members to attend this year's Guiding the Way to Inclusion conference in San Francisco. Two travel assistance grants will be awarded for up to \$1,500 to help cover the costs of registration, lodging, and transportation. If you are interested please visit the PNACAC website to complete the scholarship application or email Jeanne Eulberg at jeulberg@odea.org.

For those of you who were unable to join us in Vancouver, here are a few highlights – as well as some specific numbers:

Membership for 2009-10 opens on June 1

If you would like to put your membership dues on this year's budget, as well as for those of you who just want to be able to check it off your list, you can sign up for membership online beginning June 1. If your school policy precludes you from signing up online, please contact Julie Manhan (jmanhan@collegenavigation.net) directly for instructions.

Membership Directory

We will no longer be printing a hard copy of the membership directory. Beginning this fall, we will have an online directory which will be password accessible. That means more up-to-date info and fewer trees being cut down. It also means that everyone in your office can have immediate access to the directory instead of having to search for that one elusive copy. More information will be coming your way about this as we set up the system.

Changes in membership fees

You will see when you sign up for next year that there has been a slight increase in fees. This increase will enable us to hire an executive assistant who will take on some of the clerical duties (i.e. printing membership certificates and doing mailings) membership chairs do right now. The removal of these time-consuming tasks will enable all of us to better serve you.

Membership Report 2008-2009

Membership is up this year. As you can see, we experienced significant gains in the number of members from colleges outside the PNACAC region this year, as well as a modest gain in the number of independent counselors. However, the number of member high schools is down. This is definitely something we would like to see change. We would appreciate any ideas you may have that might help PNACAC better serve our high school members. I received a number of excellent suggestions from people at the conference in Vancouver and I would love to add yours to the list of possibilities I plan to present to the PNACAC Executive Board in August.

PNACAC Membership	2008	2009
Individual Members	912	952
Institutional Members	321	313
Colleges in PNACAC area	74	73
Colleges outside of PNACAC area	57	71
High Schools	118	100
Independent Counselors	43	50
Retired Members	7	3
Service Organizations	11	10
Graduate Students	4	5

2009 PNACAC Annual Conference

A huge congratulations to Cathy McMeekan and her committee for the fabulous conference they just completed in Vancouver! Equal kudos to Michael McKeon for his leadership this year and to Ralph Burrelle for his past success. It's obvious that PNACAC is in very capable hands. The two speakers I heard and every session I attended were simply outstanding. Hearing Dr. Helfand's excitement over his renewed enthusiasm for teaching through students' single subject (at a time) experiential focus at Quest University made all of us think about best ways of learning. Dr. Beegle's presentation was incredibly moving, and I urge all of us to watch her documentary on poverty this fall as we hopefully follow her lead in creating new paradigms on how to understand, motivate, and mentor our students who are our neediest. Hearing Kristie Patterson and others talk about your legislative day for the state of Washington and future plans for Oregon and hopefully other states as well was exciting. I hope those efforts will grow and that you will go to NACAC's legislative center at www.nacacnet.org to voice your thoughts on national and local concerns.



Nancy Beane,
PNACAC's Liaison to
the NACAC Board of
Directors

As your liaison from NACAC's Board of Directors, I was honored to speak to you and to participate with much of what you were doing. While the talent and dedication to your work are obvious, you clearly enjoy each other on social occasions too. Big Al's capped off my experience beautifully. Bowling with the Boise crew and others proved to be hilarious and so much fun! I haven't laughed that hard or high fived as much in a long time.

Finally, thanks for your concern and kindness over my father's critical illness. It meant a lot. I'll also enjoy the wonderful books you gave me as a gift.

I hope that you will communicate with me further about issues you see in the work we all do and in ways you feel NACAC can help PNACAC and you as members to address the needs you see. I can be reached at nancybeane@westminster.net.

In Recognition of Excellence

PNACAC Awards were given out at the annual conference to the following recipients:

Newcomers Award

Matt Ogawa, Oregon State University
Victor Zamora, Seattle University

Sister Shawn Marie Barry Distinguished Service to Youth Award

Teri Calcagno, Central Catholic High School
Scott Copeland, Washington State Board for Community and Technical Colleges

Lifetime Service Award

Cynthia Doran, Oregon Episcopal School

A Letter of Apology

Dear PNACAC membership,

I was given the privilege to be a presenter at the PNACAC "Light the Fire" conference in Vancouver, Washington this past May 2009. My topic was "Financial Aid for College – How Does the System Really Work." During my presentation, I reviewed the formula used by colleges to determine financial need for a student. I also mentioned the names of specific colleges and described how they handled situations that might be different from what was expected, with the warning that students should not assume that financial packages from all colleges would be the same, each college could determine their own offer, since they were using institutional funds.

I apologize to the colleges that I named, specifically Colgate University and Willamette University. I did not intend to offend them or speak negatively towards their financial aid practices. The examples I used were cited out of context and were most likely special cases. I should not have implied that one could extrapolate any institutional policy or pattern of awarding aid from these individuals. I now recognize that my comments were in conflict with the NACAC Statement of Principles of Good Practice.

In future talks, I will refrain from using the names of specific colleges in my examples. Very likely there will be special circumstances for individual students, as colleges can use professional judgment regarding financial aid issues. I will concentrate on averages from published statistics, as reported by the colleges.

Respectfully,

Paula Bishop, CPA
paulabishop@qwest.net

Annual Conference Photos



PNACAC Newsletter Information

Dear PNACAC Community,

My goal as Newsletter Editor is to serve you in the best and most effective way possible. I hope you have enjoyed the opportunity to learn more about the profession and your colleagues through the newsletter. Please feel free to contact me with any suggestions or ideas you have for future publications. Have a great summer!

Please note our current policies relating to the newsletter as indicated below:

Articles, pictures, announcements and newsletter submission are encouraged and should be directly related to college admission counseling at the high school or college/university level. Publication of these submissions is contingent upon space and relevancy to membership. Please include a photo with any submission.

Newsletter submissions should be sent to:

Ryan Dougherty
PNACAC Newsletter Editor;
Director of Undergraduate Admissions
George Fox University
rdougherty@georgefox.edu