



**creating. connecting. succeeding.**

**2009 Tennessee College Access  
and Success Conference**

November 9-10, 2009 · Chattanooga, TN · The Chattanooga

# Welcome

The College Access and Success Conference presents an opportunity for Tennessee's education and college access professionals to network and learn. The 2009 conference theme, *Creating, Connecting, Succeeding*, characterizes the two day event; scheduled breakout and plenary sessions reflect the innovative work, ideas, and strategies occurring in the field of college access and success. We invite you to share with your colleagues and learn how all Tennessee students can achieve. Welcome to Chattanooga.



Partners for strong schools.

## Monday, November 9, 2009

### 12:00 LUNCH

#### Speaker: Jim Applegate

Senior Vice President for Program Development, Lumina Foundation for Education

James L. Applegate serves as Senior Vice President for Program Development at the Lumina Foundation. In that role, he leads in development of the Foundation's funding programs supporting achievement of Lumina's "Big Goal" to dramatically increase educational attainment in the U.S., especially for low income, first generation, minority, and adult students. Prior to coming to Lumina in 2008, he served as Senior Fellow and Vice President for Academic Affairs at the Kentucky Council on Postsecondary Education from 1999 through 2008. As chief academic officer in Kentucky, he coordinated statewide initiatives supporting institutional engagement in a public agenda for higher education that targeted dramatic increases in education attainment and growth in Kentucky's knowledge-based economy. Jim was also a professor of communication at the University of Kentucky. From 1984 until 1999 he was Chair of that Department.

#### Special Presentation: Choo Choo Kids

Center for Creative Arts, Chattanooga, TN

### 2:15 BREAKOUT SESSION A

#### Beyond the Numbers: Other Factors in College Admissions Decisions

KELLEY ROOM

**Carol Lee Conchar**, Regional Director of Admissions, The George Washington University

**Laura Simmons**, Associate Director of Admissions, Furman University

**Rick Clark**, Director of Admissions, Georgia Institute of Technology

The goal of all admissions offices is to build a community among its student body through the careful and thorough application review process. At competitive colleges and universities, admissions committees take more than the GPA, SAT/ACT and class rank into consideration. This highly interactive session will examine how admissions decisions are made so students and college counselors can identify a "good fit" and to help them have a better understanding of the college search and admissions decision process. Come and learn how that is done when admissions committees look "beyond the numbers"

#### Information, Please –The Real World Guide to College Success

LITTLETON ROOM

**Mary Catherine Sevier**, President, Sage Leadership Partners

**Jeannie Cain**, Spectrum Facilitator, Siegel High School, Rutherford County Board of Education

If you are a guidance counselor, parent, or teacher who wants to help all students make informed choices about secondary schooling, this session is for you. Participants will examine and experiment with the College Access Portal, a website created by and for college and high school students to help their peers find the best possible post secondary fit. Participants will also have a chance to archive their own college access wisdom for use by anyone with internet access. The website is available to all without charge and is part of the work of Sage Leadership Partners, a 501©(3) organization.

#### Step-by-Step to College and Guiding the Way to Higher Education for All Students

HARDY ROOM

**Phyllis Gill**, Board of Directors, National Association for College Admissions Counseling

**Patty Montague**, Chair, Government Relations Committee, Southern Association for College Admissions Counseling

Are you looking for an all-in-one college guidance curriculum to meet the needs of your first generation and underserved students in grades 7 – 12 and their parents? This session will present NACAC's (National Association for College Admissions Counseling) FCCT (Families, Counselors and Communities Together) Guide and Step-by-Step to College curriculum to all participants. Hard copies of these free/downloadable resources will be given to all attendees.

#### The KnowHow2GO Campaign – Promoting College Access through Statewide Networks

THOMPSON ROOM

**Jeanna Keller**, Program Officer, Lumina Foundation for Education

**Carolyn Stanek**, Assistant Director, National Initiatives; American Council on Education

KnowHow2GO is a national public service advertising campaign that promotes college preparation and access using a two-pronged approach: national media messages inspire students to prepare for postsecondary education while state-based networks of access providers offer effective support along the way. Come learn how KnowHow2GO is increasing awareness and expanding access nationwide.

#### UTLSI: Expanding Access, Enhancing Success

CRABTREE ROOM

**Eric Stokes**, Assistant Director, Admissions, University of Tennessee, Knoxville

Share in a discussion of effective strategies for recruiting, enrolling, and retaining economically disadvantaged and first generation students; yielding promising results

#### Getting Your Students Into College

OCHS ROOM

**Jason Seay**, Director of Outreach, Tennessee Student Assistance Corporation

Participants in this workshop will gain knowledge of various educational resources that can greatly enhance a student's opportunities to pursue a college education. This workshop will provide information about completing the Free Application for Federal Student Aid (FAFSA) and other sources of financial assistance including the Tennessee Education Lottery Scholarship program.

#### College Admissions: It's About the Journey, Not the Destination!

FRIERSON ROOM

**Marty O'Connell**, Executive Director, Colleges That Change Lives

**Timothy Gibson**, Director of College Guidance, St. George's Independent School, Memphis, TN

Too often the media stories scare students and parents as they approach the college search process. This should be a joyful time, not a high stakes game which neglects the individual fit. Counselors on both sides of the admission practice continue to face the challenge of keeping students and parents focused on "fit" during the college search process. Find out why this happens and how the process can be approached with a focus on the student in order to determine a great college choice. Research findings from NSSE (National Survey of Student Engagement) will support the notion that students can meet with success when choosing lesser known colleges, such as the 40 member colleges in the non-profit organization, Colleges That Change Lives (CTCL).

### 3:45 BREAKOUT SESSION B

#### Institutional Economic Variables and Postsecondary Enrollment Affordability

HARDY ROOM

**George Chitiyo**, Assistant Professor, Curriculum & Instruction, Tennessee Tech University

**David Larimore**, Professor, Curriculum & Instruction, Tennessee Tech University

**Ferdinand DiFurio**, Assistant Professor, Economics, Finance and Marketing;

Tennessee Tech University

This study estimated quasi-demand functions for in-state undergraduate public higher education at national level from 2003-04 through 2005-06 using a sample of 404 public colleges and universities. The findings indicated that although price of attendance had the expected negative sign, it was not a significant predictor of enrollment. The demand for public undergraduate higher education was also inelastic with respect to each of the four financial aid variables; federal aid, institutional aid, state-and-local government grant aid, and loan aid. Trend analyses for financial aid, and the percentage of first-time freshmen accessing aid from 1998 through 2006 were also conducted.

# Monday, November 9, 2009

## 3:45 BREAKOUT SESSION B, CONT.

### Taking the Leap: Using the world of technology in College Advising

LITTLETON ROOM

**Cindy Adamz**, College Advisor, Soddy Daisy High School

**Leann Welch**, College Advisor, PEF, Signal Mountain High School

In this session, participants will explore creative possibilities of utilizing technology (Naviance), public space (twitter, facebook, etc), and advising practice to engage students in the college process. Presenters will explore methods of better utilizing Naviance and also share ideas to help high school students instill a spirit of enthusiasm and ownership in the college process.

### Using the “ING” Processes to Enhance/Strengthen the GEAR UP Program, Schools and Communities.

THOMPSON ROOM

**Steve Costner**, GEAR UP TN Site Coordinator, Cocke County School System

**Jamie Branton**, GEAR UP TN Site Coordinator, Union County School System

This session will focus on the use of proven processes and techniques to enhance and strengthen GEAR UP and other college access programs. Attendees will take part in interactive engagement to help build program growth and accomplishment. Attendees will use these processes to evaluate strategies and objectives currently in use in their respective programs, schools or school systems.

### Crafting an Admission Essay—Inside tips, trade secrets, and examples that will make you laugh and cry

KELLEY ROOM

**Carol Lee Conchar**, Regional Director of Admissions, The George Washington University

**Laura Simmons**, Associate Director of Admissions, Furman University

**Rick Clark**, Director of Admissions, Georgia Institute of Technology

Does the essay or short answer section really matter? How do I pick a topic that will resonate with an admission officer? Will they know if I turned this into another school—or pulled it off the internet? Admissions experts from three distinct universities will answer these and many more questions that concern and bemuse students, parents and H.S. counselors. Come check out and critique the good, the bad and the ugly essays and pick up tips you can immediately apply (no pun intended).

### Improving the Going-to-College Process while Streamlining Postsecondary Admissions

CRABTREE ROOM

**LeAnn Coe**, Vice President Strategic Initiatives, ConnectEDU

**Michael O’Connor**, Senior Regional Director, ConnectEDU

This session will address K16 bridges in light of increasing economic crisis facing education. We will examine solutions for student preparedness, practitioner and administrator tracking and support to improve high school completion and post high school planning. The presenters will discuss how different institutions, including states, are utilizing innovative technology to impact college access, workforce readiness, as well as, streamline processes, cost effectively manage the admission process and eliminate waste. Learning objectives: Demonstrate how technology can be used to improve processes, exemplify need for proactive examination of the time and money in current processes and describe solutions in place today.

### Federal College Access Initiatives

FRIERSON ROOM

**Kim Kiely**, Executive Director, National College Access Network

President Obama’s goal that, by 2020, America will once again have the highest proportion of college graduates in the world calls us to action. Join this session to learn more about proposed programs and legislation, including FAFSA simplification, the Investing in Innovation Fund, and the College Access and Completion Innovation Fund.

### Teamwork Through Transition: One district’s journey in preparing the class of 2013 for the new Tennessee graduation requirements.

OCHS ROOM

**Rebecca Collins**, M.S. Career and Technical Career Counselor, Williamson County Schools

**Kate Donnelly Ed.D.** School Counseling Curriculum Specialist, Williamson County Schools

The Tennessee High School Class of 2013 experienced a major shift in graduation requirements. Our session will outline how Williamson County Schools prepared principals, school counselors, parents and most importantly, students for these important changes. We will share our transition curriculum which links EXPLORE scores, career exploration and the high school 6 year plan. We will also share our “Transition” media campaign, which was recognized as a “promising practice” by Senator Bill Frist’s Tennessee SCORE initiative. Participants will be provided with an informational DVD and the transition curriculum.

## 5:00 RECEPTION

**Sponsored by ACT, Inc.**

**Special Presentation: The Hixson High School Orchestra**

# Tuesday, November 10 2009

## 7:30 BREAKFAST

## 8:15 BREAKOUT SESSION C

### Tennessee’s Mentor-Scholarship Programs: The Path of Excellence in Economic Development and Workforce Development

HARDY ROOM

**Drew Kim**, Partner, Southern Strategy Group of TN

**Patrick Smith**, Partner, Southern Strategy Group of TN

**Robert Gowan**, Partner, Southern Strategy Group of TN

During the last several months, several Tennessee communities have started community-based, mentor-scholarship programs. These programs’ aim is to remove barriers to higher education, encourage students to pursue postsecondary education, and support the economic development vitality of the community. These newer college access programs build upon and draw guidance from successful programs already launched and running elsewhere in Tennessee. This session will describe these new initiatives, explain the genesis of each specifically focusing on the unique factors motivating each start-up, and identify best practices being utilized so that leaders and policy makers considering similar programs in other communities are well informed.

### New High School Policy - Elements of School-Wide Reform

KELLEY ROOM

**Nicole Cobb**, Director of School Counseling, Tennessee Department of Education

ALL students entering ninth grade during the 2009-2010 school year will be affected by the new high school policy. We must make sure we give students, parents and teachers a pathway to reach the higher standards and graduation requirements of the new policy. An examination of the ten elements of school-wide reform in the new policy will provide participants knowledge and skills for building capacity to meet these challenges.

### Encouraging First Generation Students

LITTLETON ROOM

**Stacy Lightfoot**, College Advisor, Center for Creative Arts: College Access, Public Education

Foundation

**Deadra McGee**, Program Coordinator, GEAR UP, UTC

Learn challenges that hinder the success of underrepresented students, such as conflicting family obligations, lack of academic and social preparation, lack of support, etc. In this session, we will also discuss effecting counseling strategies for these groups, as well as approaches colleges can take to help bridge the gap.

# Tuesday, November 10, 2009

## 8:15 BREAKOUT SESSION C, CONT.

### Mock Admissions Committee

OCHS ROOM

**Lisa Burns**, Associate Dean of Admission for Recruitment, Sewanee: The University of the South

**Maria Montenegro**, Admissions Counselor, Undergraduate Admissions, Vanderbilt University

**Brandi Smith**, Assistant Director, Undergraduate Admissions, Vanderbilt University

Conference attendees will learn about college application committee process by hearing from three college admissions officers and actively participating in a mock admissions committee exercise. Attendees will have the opportunity to review college applications and examine high school profiles to select an incoming class of students to ultimately “attend” a fictitious college.

### Breakthrough Leadership!! Breakthrough Results!!

THOMPSON ROOM

**Reginald Williams**, Principal, Kirby High School, Memphis City Schools

“Tipping Point” — A book by Malcolm Gladwell discussed how an epidemic could spread quickly across a city, a state, or even a country. This epidemic can be of a negative or positive influence. See how the principal at Kirby High School put Malcolm Gladwell book to use at a school he inherited on November 26, 2006. Putting parameters in place to address those “Tipping Point” allowed the “New” Kirby High as he affectionately calls it make AYP in his first full year. School officials must know how to de-escalate situations not escalate them.

### e-Learning from the K-12 Classroom and Beyond

CRABTREE ROOM

**Wendy Oliver**, Coordinator, e4TN

National and international trends demonstrate continued growth in online learning. This session will review how the US compares with other countries, as well as, focus on Tennessee initiatives and local opportunities to meet the demands of the millennials in a tech-savvy P-20 society.

### The New CollegeforTN.org: Tools for College Access and Success

FRIERSON ROOM

**Troy Grant**, Director of Student Outreach and Counselor Support, Tennessee Higher Education Commission

Come learn about the new CollegeforTN.org, the online, one-stop shop for high school, career, college, and financial aid planning in Tennessee. By creating a free account on CollegeforTN.org, students and their parents can create high school academic plans, complete career assessments, explore Tennessee postsecondary institutions, apply for admission and research financial aid opportunities. As of September 2009, CollegeforTN.org now includes resources for middle and elementary school students. Additionally, educators now have access to a Professional Center which provides the tools needed to manage students through customizable report building, milestone tracking and other management tools. The new CollegeforTN.org is the premier one-stop shop for educational planning in Tennessee.

## 9:45 BREAKOUT SESSION D

### Plant the Seed Program

HARDY ROOM

**Mike Jones**, Director, Fentress County Schools

In this session, participants will learn about the Plant the Seed Program. This program is a plan that begins when students start school. Students and parents are actively encouraged to research education opportunities. Students initially begin touring colleges and vocational schools in junior high.

### Promoting College-going Culture across the State - Job Opportunity Calculator for High School Graduates”

LITTLETON ROOM

**Takeshi Yanagiura**, Research Director, Policy, Planning, and Research, TN Higher Education Commission

This session introduces the Job Opportunity Calculator for High School Graduates, a web-based tool developed by THEC staff for the promotion of college education in Tennessee. The tool calculates a likelihood of which high school graduates obtain a job in the state that

pays their expecting income level. The tool essentially intends to demonstrate empirical evidences of the economic advantage of college degree holders in labor markets, and thereby to raise awareness of the importance of college education among high school students. The presentation will provide participants with useful insights for effective strategies to nurture college-going culture in their workplace.

### Advancing College and Career Readiness in Tennessee Using ACT’s Programs, Services and Research: A View from Middle School Through College

THOMPSON ROOM

**Mary Hendrix**, Director, P-16 Assessment Services, Southeast Region, ACT

**Richard Bayer**, Assistant Provost-Enrollment Services, The University of Tennessee

College and career readiness is the product of a process that begins in elementary school and extends through high school. This session focuses on what ACT’s research shows contributes to postsecondary success. Discussion will include specific information related to the programs in use in the majority of secondary schools in Tennessee, EXPLORE, PLAN and the ACT. Additionally, a review of how data from ACT programs can assist in postsecondary recruitment, admissions and placement and ultimately to retention and success. A description of a successful bridge program at the University of Tennessee assists at risk students is included. Audience discussion is encouraged and specific action items will be included in the program.

### Writing Effective Recommendations

KELLEY ROOM

**Katie Paden**, Assistant Director of Admission, Oglethorpe University

Counselors and teachers provide direction to students applying to college, but they also produce a concrete piece of the application materials-- the letter of recommendation. If you have ever written a recommendation for a student, or if you guide this process for teachers in your school, then this session is for you. How does a letter of recommendation fit into an admission committee’s review? What are colleges looking for? What should make a teacher recommendation different than a counselor letter? What should you not include? How do you handle that last-minute, desperate request? Come discuss the role of the recommendation in the admission decision, see examples, and gather tips that will make your own recommendations an effective part of how college admission offices get to know your students.

### Partnerships: How Everybody Wins When Colleges Team Up with Elementary, Middle, and High Schools

OCHS ROOM

**Matthew Queener**, Admission Counselor, Dalton State College

“Just ask!” Your local colleges and universities are probably willing to do a lot more for your students than you ever might have imagined. That’s why my advice to each of you is “just ask.” Join me in a discussion of how everybody, especially students, wins through successful partnerships. The presentation will take a look at how Dalton State College, in Northwest Georgia, has collaborated with local county and city schools to help students achieve through innovative and fun activities.

### Making the Pieces Fit

CRABTREE ROOM

**Katherine Ayers**, College and Career Coach, Campbell County Schools

**Monica Bane**, Teacher, Campbell County High School

**Suzanne Bryant**, Curriculum Coordinator, Campbell County High School

**Lisa Copeland**, Teacher, Campbell County High School

**Larry Nidiffer**, GEARUP TN Coordinator, Campbell County Schools

This session will share how the curriculum coordinator, college and career coach, teachers, and GEAR UP TN help students fit the pieces together for success. We will evaluate the needs of a student needing to raise their ACT score, a student on the verge of dropping out, a student needing assistance with college planning, and a student struggling with Gateway and End of Course test.

### Online Teacher Education Programs through the Regents Online Campus Collaborative

FRIERSON ROOM

**Raylean Henry**, Executive Director, ROCC, Tennessee Board of Regents

The Regents Online Teacher Education programs allow teachers access to high-quality, affordable education opportunities at the six Tennessee Board of Regents universities. These asynchronous online programs allow teachers to plan their education around their own schedule. These programs include the Master of Education in Advanced Studies in Teaching and Learning, additional endorsements, professional development courses, Occupational License and Alternative/Transitional License programs.

Tuesday, November 10, 2009

9:45 BREAKOUT SESSION D, CONT.

Strengthening Connections Between the Community College and K-12 School System

CHAMBLISS ROOM

Kim Gunnin, Executive Director of Enrollment Development and Retention Services, Walters State Community College

Cathy Woods, Coordinator of Technical Education and P-16, Walters State Community College

Join us as we describe how Walters State Community College partners with local K-12 schools to reach out to students. Financial Aid Parent Nights, Math Bowls, Creative Writing Contests, International Festivals, Dual Enrollment Student Mentoring, Retention Services, P-16 Initiatives, Middle and High School Teacher Training – all of this and more will be explored. Discover the many opportunities for connecting with your future students!

11:15 BREAKOUT SESSION E

Positive Action With Success (P.A.W.S.): An Elementary College Awareness Initiative

HARDY ROOM

Sandy Cole, Director, Center for Community Career Education, UTC

Wendy Yates, P.A.W.S. Coordinator, Center for Community Career Education, UTC

Lea Ann Burk, Principal, Brown Academy

Jackie Husband, Parent

Serenity Roberson, Student

Christopher Donovan, Mentor, UTC Sophomore

Positive Action With Success (P.A.W.S.) is a pilot elementary college awareness initiative begun in Chattanooga, TN in 2007. P.A.W.S. was created to guide 50, 4th and 5th graders at Brown Academy to be successful in school and think about college as an option beyond high school. UTC students serve as mentors meeting students after school, assisting with homework, delivering Positive Action Curriculum and guiding students in understanding the connection between elementary education and postsecondary education. In this workshop, participants will learn the following: 4th and 5th grade students are enthusiastic about exploring college, become familiar with the history of the project, be aware of the potential for college access programming to younger audiences by analyzing the data from the project over two years.

College Mentor Speak Out

KELLEY ROOM

Elizabeth Burgess, College Access Mentor Program Director, Public Education Foundation

The Public Education Foundation's College Access Challenge grant has paired college students with "at risk" high school juniors and seniors to motivate them to pursue postsecondary education and help them navigate the college admission and financial aid processes. Join the college mentors to learn about the program, hear what they've learned by working with the high school students as they share their experiences of how to successfully transition from high school into college.

The Making of Camp College

OCHS ROOM

Stracee Robinson, Camp College Coordinator, College Access, Public Education Foundation

Lisa Burns, Associate Dean of Admission for Recruitment, Sewanee: The University of the South

Camp College is a 2 1/2 day retreat for rising juniors to help prepare them for applying to college the fall of their senior year. It is staffed by a blend of college and high school professionals and covers topics that range from essay writing, and college match to college fair etiquette and mock application review. Go behind the scenes of Camp College and learn how to assemble an extraordinary cast and crew to effectively prepare your students to apply to college! We will discuss camp scheduling, sessions, staff, budget, partnerships, and questions that you have about coordinating your very own Camp College.

Factors Associated with African-American Freshmen and Non-African American Freshmen Retention and Graduation at a Predominantly White, Regional University in Tennessee

LITTLETON ROOM

Robert L. Owens, II, Director of Minority Affairs, Tennessee Technological University

The purpose of this study was to examine further, the factors at a Predominantly White College or University (PWCU) that may affect the first-year retention and six-year graduation of African-American (AA) and non-AA students. Of a host of potential factors included in the analysis, high school grade point average (HSGPA) was the most significant and impactful predictor of both first-year retention and six-year graduation of AA and non-AA students. For both groups of students, the percentage of economically disadvantaged students in the high school from which they graduated was also significantly predictive of both first-year retention and six-year graduation, albeit not as significant as HSGPA.

Student Success Initiatives at UTC

THOMPSON ROOM

Fran Bender, Assistant Provost for Student Retention and Success, UTC

Amy Davis, Assistant Director, Center for Advisement and Student Success, UTC

Mary Roland, Director, Center for Advisement and Student Success, UTC

This session will describe the various strategies and initiatives UTC has implemented in the last year to increase student retention and success. Included will be descriptions of new advisement and orientation strategies, new courses designed just for freshmen, and student success initiatives begun to support UTC students.

Building the Will: Advancing the College Readiness Agenda through Community Engagement and Advocacy

CRABTREE ROOM

Alex Chough, Director, Strategic Initiatives, ACT, Inc.

Reforms initiated by the college readiness movement are long-term endeavors that are subject to public opinion, politics, and budgetary pressures. To ensure a lasting impact, college access professionals must dedicate time and effort to ensuring that their work is understood, supported, and championed by community members and policymakers. This session will provide a framework for understanding advocacy at the local and state level and facilitate a discussion around common and innovative community engagement strategies.

Tennessee Schools PREPARE

FRIERSON ROOM

Nicole Cobb, Director of School Counseling, Tennessee Department of Education

The U.S. Department of Education emphasizes that strong leadership at the school and district levels facilitates a quick response to disasters that is effective and that a school based plan in place prior to the incident would ensure a more comprehensive approach. This presentation will give an overview of the components of the recovery plan and how it interfaces with the SAVE ACT. We will also outline how the mental health integration grant will support this effort in addition to additional training and support in your district.

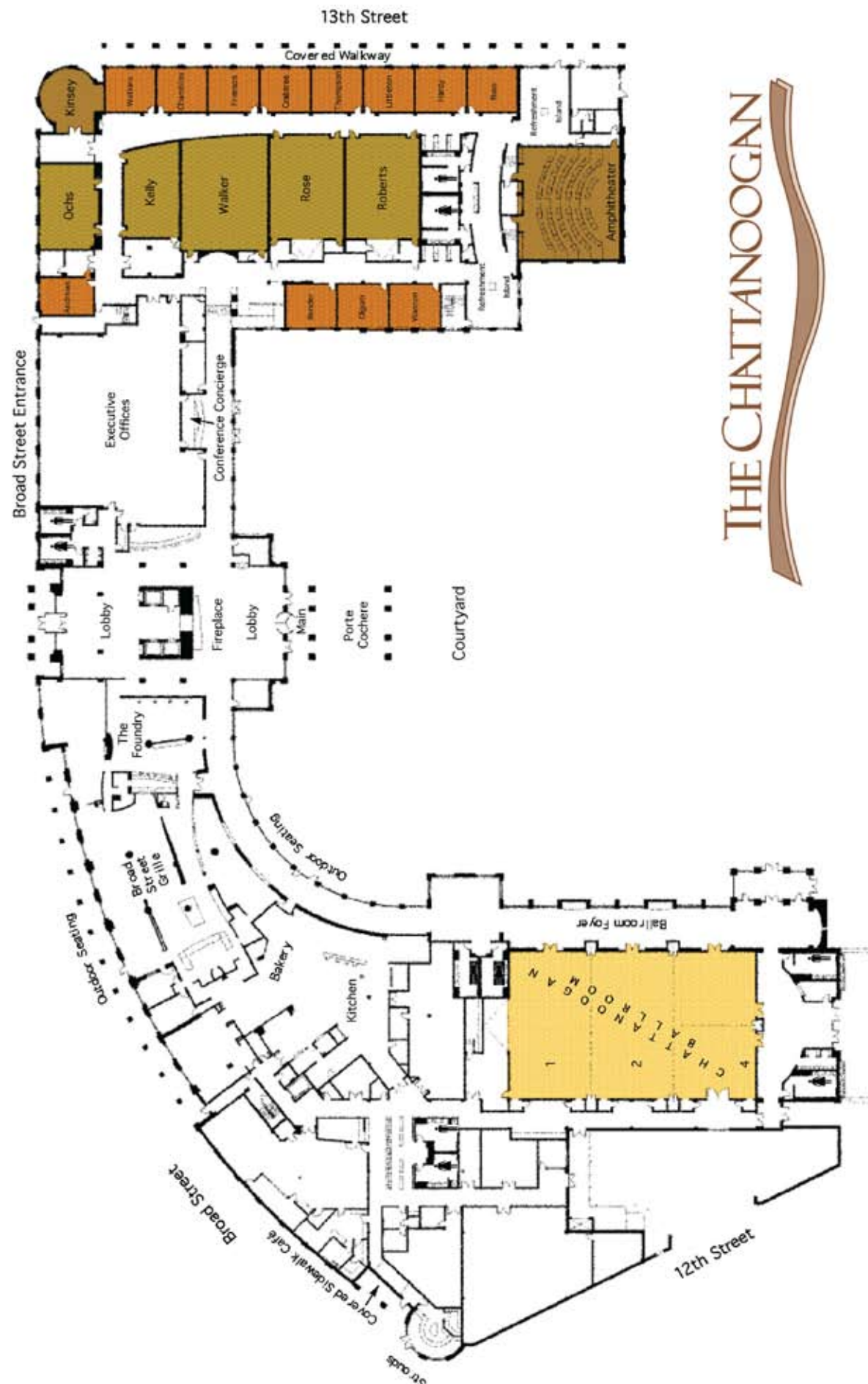
12:30 LUNCH

1:30 CLOSING PLENARY

Speaker: Senator Bill Frist

SCORE Recommendations

Doctor and Senator William H. Frist is currently a University Distinguished Professor at Vanderbilt University, teaching at both the School of Medicine and Owen Graduate School of Management. His interest in education stems from his years of service on the U.S. Senate Health, Education, Labor and Pensions Committee. While in the Senate, he initiated and sponsored numerous bills on K-12 education including Ed-Flex and D.C. Schools. He has served on the Board of Trustees of Princeton University and Board of Fellows at Harvard Medical School. He is the former majority leader of the United States Senate and a heart transplant surgeon. Dr. Frist's latest book, A Heart to Serve, was released in October. Senator Frist chairs the Tennessee State Collaborative on Reforming Education (SCORE), a statewide effort to jumpstart long-term educational change in Tennessee and to ensure that every child graduates prepared for college or a career. On October 22, SCORE released its final report, which outlines a vision for making Tennessee No.1 in the Southeast for education within the next five years. The report contains over 60 detailed recommendations for school reform in Tennessee, lists specific responsibilities for different stakeholder groups, and provides a five-year timeline for implementing the recommendations and turning this vision into reality.



THE CHATTANOOGAN

Hotel Map

