

First Name	Last Name	Title	Place of Employment	Session Title	Session Description
Heather	Gaumer	Director of Relationship Management, Midwest	Sallie Mae	Outside Scholarships: An Important and Often Overlooked Piece of the Yield and Retention Puzzle	The narrative about higher education has shifted: is college worth it and, if it is, can students and families afford it? Scholarships can be a huge help to college-bound and currently enrolled students, but it's not always clear how students should apply and when to talk to them about scholarships. During this session, you will learn more about the importance of scholarships in the college decision and completion process, their importance in paying for college, where searching for scholarships can fall into the typical college planning timeline, as well as sharing safe, free and reputable resources. Insights from this session can be easily plugged into your recruitment and retention communication plans right away.
Terri	Crumley	Director of Admissions	UNI	Communicating with Parents	Wondering what parents of HS students really want to know about college? How to best align messages with their needs? This sessions will talk about parent communication flows, parent websites, and how to talk with well-intentioned, but sometimes challenging parents. Presenter is a parent of one college grad, one soon to be college grad and worked with parents at both public and private colleges.
Gabriel	Hernandez	Associate Director of Enrollment Operations	Mount Mercy University	Using Slate for Online Orientation and Registration - Tracking and Communication	We have been able to use Slate and it's many functions to create a better process for our students not able to attend an in-person Registration/Orientation Day. These functions allow us to have students complete modules built to help students in the registration and orientation process. This is also allows us to automatically communicate with faculty advisors, our Registrar's Office, and connect students with their advisor to get their registration done completely online.
Craig	Juilfs	Associate Dean of Enrollment	Ellsworth Community College	Transforming Student Ambassador Training with Ellsworth Community College "Ambassador Academy"	Student ambassadors play a pivotal role in shaping the campus visit experience for prospective students, yet colleges may not provide the training necessary to fully develop their capabilities. At Ellsworth Community College (ECC), we launched "Ambassador Academy", a cutting-edge program designed to equip our ambassadors with the skills, confidence, and experience necessary for success in recruitment and student engagement. This session will demonstrate how ECC transformed ambassador training by integrating hands-on learning for confidence and teamwork, and real-world scenarios to empower ambassadors as effective representatives. Beyond showcasing ECC's approach, this session fosters an open discussion for collaboration, inviting attendees to exchange ideas and best practices for training effective student ambassadors. Whether you're looking to enhance an existing program or develop one from scratch, this presentation will offer practical insights and innovative strategies to implement at your campus.
Tom	Paulsen	Director of Admissions and New Student Programs	University of Iowa	Travel Hacks: Maximizing Your Adventures on a Budget	Join us for a fun, informal, interactive session about how to do more personal travel for less! The cost of flights and accommodations can make travel challenging but don't let that deter you! Bring your devices and explore travel tools in real-time as we review tips for finding the cheapest flights, including the best times to book, how to use fare comparison tools, and leverage reward programs. Learn about alternative lodging options and explore various methods to stay at hotels for free or at a significant discount. Participate in an interactive Q&A session where you can ask questions, share personal tips, experiences, ideas, and travel strategies with other attendees. This session is perfect for anyone who loves to travel, whether you're a seasoned explorer or a beginner planning your first trip. Go places, improve your mental well-being, save money, and have fun!  --- I would like to include something in my session from a business in Ottumwa that is not open Monday. So, Tuesday second session is preferred which would give me time to get to that business and back in plenty of time for the session to begin. That said, I understand scheduling can be complicated and, if approved, I am willing to present wherever you decide is best. Thank you.
Scott	Baumler	Enrollment Systems and Analytics Manager	Grinnell College	Data Analysis in a Post-Factual World	When objective fact holds less sway in group discourse than emotion and entrenched opinion, it can be hard to find your footing as a data analyst. Are we indeed in a post-factual era and, if so, how does this reconcile with the importance of data analytics in our profession? What role does intuition play? Data analysis is only as valuable as the decisions it enables, so this session will start with first principles: data management and statistical tools. Next, we will review the changing nature of our toolset, including AI. From there, we will consider the paradox of choice, how bad data can be worse than no data, and how we assemble truth through technology, communication, and community.
Sheryl	Bass	Sr. Academic Advisor	University of Iowa	Navigating AI Together	The goal of this session is to review current admissions and academic policies related to student using AI, discuss ways that students, school counselors, and CCTCs can effectively use AI to streamline their work, and offer time to share challenges, questions, and ideas with peers.

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Shuchita	Poddar	Communications Coordinator	University of Iowa	Scroll to Enroll: Social Media that Makes a Difference	<p>In a world where prospective students are swiping, scrolling, and double-tapping through endless content, social media isn't just a bonus for recruitment; it's a game-changer. So, how do you cut through the noise and grab their attention in ways that matter?</p> <p>This session will break down the social media landscape, showing you how each platform pulls in its own crowd and how to use that to your advantage. We'll dive into why certain content hits home, how to tap into the power of student stories for authentic connections, and how to use data to track what's working, and the best practices for high school counselors in guiding students' social media use for college research. Leave with actionable tips to elevate your recruitment game, make your institution stand out, and help students leverage social media in their college search. Plus, hear real-world examples from the University of Iowa's own social media strategy, proving it's not just about posting; it's about making an impact.</p>
Danielle	Sampson	Community Engagement Consultant	Iowa Department of Education-Bureau of Iowa College Aid	Why College Match Fit Matters: Aligning Students with the Right Institution	<p>This session will discuss the importance of high schools developing a Match &amp; Fit model for their students with a collaborative approach with colleges. We will discuss what a list looks like, how it is developed, and what support the college community can provide that will make the process most effective. We will also discuss the reasons that this process is necessary in the college search process.</p>
John	Laverty	Sr. Associate Director - Enrollment Management	University of Iowa	The Art & Science of Student Search	<p>Ever wonder how students decide to consider your institution? We'll take a closer look at factors that help explain how to get the right-fit students into the top of your recruitment funnel to help meet your enrollment goals. Some of it is science and some is your professional insights. Two seasoned professionals – one who coordinates student search for his institution and another who partners with many campuses through her work at an industry-leading enrollment solutions provider – will layout a foundation for understanding student search opportunities and how to reach students where the live.</p>
Todd	Coleman	Vice President for Enrollment & Marketing	Mount Mercy University	Managing Organization Change	<p>As the life-span of college President's and VP's of Enrollment Shrink how as professionals do you adapt and retool through the inevitable change that comes from leadership turnover. Engage with a 40-year higher education veteran on the experiences of working with 11 Presidents and 10 Vice President's all with different goals and strategies.</p>
Tim	Hauber	Retired Admissions Professional	Retired - previously with Wartburg College, Loras College, AIB, and Iowa State University	Holding on? Ready to go?	<p>Retirement, changing institution, career changes; professionals have questions beyond the financial implications. Am I ready to make the move? What am I going to do?</p> <p>Enjoy this interactive discussion with four "retired" Iowa ACAC Board members with over 150 years of admissions experience, and their journey moving from their careers to the terra incognita of retirement. They will share stories how the next step is much more than financial planning but how equal attention is needed to non-financial issues.</p>
Thomas	Paulsen	Director of Admissions and New Student Programs	University of Iowa	What: Navigating College Credit Options While in High School	<p>Tips, transfer planning tools, insights, opportunities, and pitfalls to avoid.</p> <p>Join us for an engaging discussion on how school counselors, students, and families can better juggle the multitude of college credit options available while in high school. Our goal is to make navigating these choices simpler, make your jobs easier and ultimately, improve student success. Learn about available transfer planning tools, better understand how to advise students taking dual enrollment, AP courses, etc.</p>
MaTina	Clark	Registrar, Director of Transfer Initiatives and Academic Partnerships	Wartburg College	Navigating the Transfer Journey: Strategies for Support	<p>Navigating the transfer process from a community college to a four-year institution can be overwhelming for students. Providing support during all stages of the transfer process is critical to ensure student satisfaction and success. Learn ways to assist your transfer students through the voyage from admission to graduation. Information regarding the Iowa Private Transfer Collaborative will anchor our presentation as we outline strategies to best support students to and through our institutions.</p>
Matt	Heinze	Assistant Director, Outreach & Recruitment	University of Iowa	Transfer Campfire	<p>Gather 'round the fire with the IACAC Transfer Committee as we discuss the ever-evolving transfer credit landscape within the state of Iowa, including dual enrollment, transfer trends, challenges, and related topics! We encourage attendees to bring their own questions to the session, but will make sure to have plenty of our own to share. (S'mores are optional.)</p>
Drew	Shradel	Director of Admission	Cornell College	Making a Career in Admission-Even when it's hard	<p>Change is inevitable and in the enrollment field it's a whirlwind. With politics, birth rates, cost, value all being questioned, is there still a way into a career in admission? Yes! This session focuses on how to make a career in the field of admission, what to know and how to make sure you are doing the right stuff to advance in your career in admission. Connor and Drew took over in a crisis, hear about how they handle those situations, what makes the difference in their staff, handling data and how to take a break.</p>

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Tina	Miranda	Assistant Director of FY Admissions	Grand View University	Beyond Membership: Getting Involved and Making an Impact Through Iowa ACAC Committees	Joining Iowa ACAC is just the beginning—getting involved in a committee is where you can truly make a difference! This session will explore the various Iowa ACAC committees, their roles, and how you can contribute to shaping the future of college admissions in Iowa. Whether you're looking to expand your professional network, develop leadership skills, or advocate for students, there's a place for you. Hear from current board members/committee members about their experiences, learn how to get started, and discover how your involvement can make a lasting impact on the profession and the students we serve.
Taryn	Mottet	Professional School Counselor	Ottumwa High School	Collaborating with CCTC's: A Roundtable Discussion	In this session we intend to give a general overview of CCTC's in the State of Iowa as well as how both school counselors and admissions counselors can collaborate together to ensure that all students are provided information relevant to post-secondary planning. Join us for an interactive discussion about challenges and successes the Ottumwa Community School District has navigated the past three years. Presenters include Juanita Zavala, Ottumwa High School CCTC and Taryn Mottet, Ottumwa High School School Counselor.
Sheryl	Bass	Sr. Academic Advisor & Internship/Practicum Specialist	University of Iowa	Self-Care to Reduce Burnout	"Burnout" and "self-care" have been buzzwords describing the feeling and need for support in both k-12 schools and on college campuses. This session will focus on what leads to burnout, symptoms to recognize related to burnout, and strategies you can use to prevent it. We will practice some simple self-care strategies that you can take home or use at your desk in 15 minutes or less. Come to learn, but leave relaxed!
Erick	Danielson	Vice President of Programs	ICAN	Financial Aid Q&A	Do you have questions about the FAFSA, Financial Aid types and the process in General? Come to this session to ask questions, share examples/concerns you have seen at your institutions as well as here about resources to help educate students/families and professional development opportunities for admissions professionals/high school counselors.
Dominic	Iannone	Senior Account Executive	ACT	Raising the Bar: Explore the Latest ACT Enhancements	Starting with the National ACT test administration date in April 2025, the ACT test will undergo enhancements to provide a better experience for your test takers. We've reduced the test by 44 questions, allowing for a more focused assessment experience for students, and students will have the choice to take the science section. We'll provide a detailed overview of the upcoming changes, as well as the implementation timeline beginning in spring 2025. We will also offer a brief overview of research conducted to demonstrate the validity of the scores from the updated test. Please join us to get your questions answered and learn more about ACT's commitment to providing your students with greater choice and flexibility.
Matthew	Heinze	Assistant Director, Outreach & Recruitment	University of Iowa	Transfer Jeopardy: Redux	In a world where transfer admission and game shows collide, one conference session dares to provide answers. This summer, get ready for...Transfer Jeopardy.  Make yourself feel like a "true Daily Double" by taking an unforgettable journey into the heart of transfer data trends, joint enrollment topics, partnership programming, and more. Learn more about state transfer initiatives, while accumulating fake points in a bid to crush all opposition. Critics rave: "I just wasn't ready for it. WAS. NOT. READY. FOR. IT." -Mark Ash "It's pretty fun, but it'd be a lot better if the points were money." -Cassidy Conway "So, it's just Jeopardy, but with like, transfer stuff?" -Rachelle Setsodi  Be there, or be square!
Teege	Mettille	Director of Enrollment Success	enroll ml	So What Do We Do Now?	Following up on The Admissions Counselor Malaise - we'll discuss some of the tangible tactics and strategies to make positive improvements in our work.  In a world where enrollment pressures won't fade, student demands won't recede, and financial aid will continue to be perplexing - what are some actual ways all of us can find more joy and satisfaction in our work?
Conner	Ellinghuysen	Director of Admissions	Buena Vista University	Engaging Families & Harnessing Data to Influence Enrollment Goals	Family engagement is a strategy that has been proven to positively influence enrollment goals, making it a smart and efficient approach for admissions teams. Families are today's students top influencers, and who students turn to for advice, direction, and assistance throughout their application process and higher education journey. It's advantageous for institutions to see families as an asset and the advisors they are required to act as, and to provide them the resources they need to help their students succeed. In fact, research shows that when families are communicated with regularly and provided with important information like deadline reminders, students are 7% more likely to enroll.  By thoughtfully communicating with and involving parents and family members – and strategically analyzing the data to identify influential audiences and create predictive models, Buena Vista University has been able to improve enrollment outcomes while also building a stronger campus community. Join the BVU team as they break down their family engagement strategy, including how they score engagement, forecast enrollment, and build a strong incoming class.

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Jennifer	Lochnar	Co-Founder, AmbioEdu	AmbioEdu	Change the Freakin' Channel!	<p>Higher ed marketing has a pattern: A new channel emerges, universities hesitate, budgets stay stuck in traditional tactics, and by the time they catch up, they're already behind. We saw this happen with digital marketing in the early 2010s—skepticism around Facebook ads, SEO, and retargeting. Yet today, digital is the foundation of enrollment marketing. Now, it's happening again with Performance TV (Connected TV/OTT). Here's the difference: Undergraduate audiences are already there. Gen Z is consuming more video than any generation before them, and platforms like YouTube, streaming TV, and TikTok have become their primary sources for content. Marketers outside of higher ed know this—and they're investing heavily in Performance TV. Meanwhile, universities are still treating TV like a broad awareness tool instead of a high-intent, precision-targeted enrollment driver. <i>"TV is expensive!" "Commercials don't drive leads!" "TV is for branding, not enrollment!"</i> Sound familiar? The reality is, Performance TV isn't just branding, it's a performance marketing powerhouse. Universities that move fast on Performance TV are gaining a competitive edge—and the results speak for themselves. Schools that integrated this channel into their marketing strategy are seeing increased website traffic, more inquiries, and a surge in applications. Whether they are facing declining enrollment or simply looking for a competitive edge, these institutions are proving that streaming TV isn't optional anymore. It's the next big shift in enrollment marketing.</p>