

Michigan Association for College Admissions Counseling (MACAC)  
2010 Conference Schedule at a glance

Location:

Royal Park Hotel  
600 East University Dr.  
Rochester, MI 48307

**Thursday, April 22, 2010**

- 7:30 am Conference Registration
- 7:30-9:00 am Breakfast Buffet
- 8:30-8:45 am Welcome
- 8:45-10:00 am Keynote Speaker Dr. Patrick O'Connor, Director of College Counseling Roeper School and author "*True Admissions of What's Wrong With College Selection, and What We Must Do to Correct It.*"-
- 10:00 am Break
- 10:15-11:15 am Sessions:

<b>Room</b>	<b>10:15-11:15</b>
<b>Room A, Sponsored by Eastern Michigan University</b>	Creating a Healthy Work-Life Balance
<b>Room B, sponsored by Alma College</b>	High School visits and college fairs: Past, Present and Future
<b>Room C, Sponsored by Kettering University</b>	NCAA Recruitment and Eligibility
<b>Room D, sponsored by Oakland University</b>	In Their Own Words: High School Students Define the Boundaries of Facebook and other Social Media
<b>Stratford</b>	Making the Transition Easier: Helpful Hints on How to Manage Family Concerns

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**Thursday, April 22, 2010 (continued)**

- 11:15-11:30 am      Break
- 11:30 am-12:45 pm      Lunch, Annual MACAC business meeting, 2010 scholarship awards  
NACAC Update: John Boshoven
- 12:45-1:45 pm      Keynote Speaker: Mr. Mark Gordon, President Defiance College  
*“College Rankings and Reimagining Undergraduate Education”*
- 1:45 pm      Break
- 2:00-3:00 pm      Sessions:

<b>Room</b>	<b>2:00-3:00</b>
<b>Room A, Sponsored by Eastern Michigan University</b>	STAR (Speaking, teaching, achieving, recruiting)
<b>Room B, sponsored by Alma College</b>	Unique and Effective Recruiting Programs
<b>Room C, Sponsored by Kettering University</b>	What are they thinking? High School students revealed!
<b>Room D, sponsored by Oakland University</b>	Multicultural “Fly-in” Programs: Building Relationships and Finding the Right Fit
<b>Stratford, Sponsored by Henry Ford Community College</b>	The ultimate solution for college admissions counseling/recruitment Michigan’s NACAC Fairs

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**Thursday, April 22, 2010 (continued)**

3:00-3:15 pm            Break Sponsored by the University of Michigan and the University of Michigan-Flint.

3:15-4:15 pm            Sessions:

<b>Room</b>	<b>3:15-4:15</b>
<b>Room A, Sponsored by Eastern Michigan University</b>	Discussions across the Divide: How colleges and K-12 schools can work better to bring more students successfully to college
<b>Room B, sponsored by Alma College</b>	Commitment to Diversity
<b>Room C, Sponsored by Kettering University</b>	From Duet to Chorus: How to Orchestrate a Successful STEM Recruitment and Retention Program from High School to College
<b>Room D, sponsored by Oakland University</b>	Docufide: What Happens Now?
<b>Stratford, Sponsored by Henry Ford Community College</b>	Using the Statement of Principles and Good Practice in your Job

4:30-5:30 pm            MACAC E-board Meeting

5:30-8:00 pm            Social Reception honoring past presidents and dinner

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**Friday, April 23, 2010**

8:00 am Breakfast

9:00-10:00 am Sessions:

<b>Room</b>	<b>9:00-10:00</b>
<b>Room A, Sponsored by Eastern Michigan University</b>	It's you (dot) me: Developing a personal brand as a working professional
<b>Room B, sponsored by Alma College</b>	Managing High School group visits to a college campus
<b>Room C, Sponsored by Kettering University</b>	Understand First, Recruit Second: Insight into the Chinese Student Mindset and How their Family Approaches US Higher Education
<b>Room D, sponsored by Oakland University</b>	<b><u>MiCAP Portal – introduction of features</u></b>
<b>Stratford, Sponsored by Henry Ford Community College</b>	Recruiting's Hidden Treasures: The Out-of-State and Specialty School Student

10:00-10:15 am Break

10:15-11:15am Sessions:

<b>Room</b>	<b>10:15-11:15</b>
<b>Room A, Sponsored by Eastern Michigan University</b>	New Pipelines to College: Meet the students you need to be recruiting
<b>Room B, sponsored by Alma College</b>	Steps to become a memorable and effective speaker
<b>Room C, Sponsored by Kettering University</b>	So You Always Wanted to Take the ACT (Again)!
<b>Room D, sponsored by Oakland University</b>	Why Should Students get Involved?
<b>Stratford, Sponsored by Henry Ford Community College</b>	Summer Opportunities for high school students

11:15 am Conference Adjourns

