

— CONFERENCE SCHEDULE —

**Monday, August 3, 2015**

8 - 9 A.M.	<b>Registration and Continental Breakfast</b>
9 - 9:30 A.M.	<b>Welcome from PCPR and Saint Joseph's University</b> <i>Thomas Butler, Director of Advancement &amp; Operations, PCPR</i> <i>Jason Smith, Conference Chair</i> <i>Maureen Mathis, Assistant Provost for Enrollment Management, Saint Joseph's University</i>
9:30 - 10 A.M.	<b>Opening Speaker: Antoinette Torres, College Completion Expert</b>
10 - 10:15 A.M.	<b>Networking Break</b>
10:15 A.M. - NOON	<b>Plenary #1: Revisiting the College Access &amp; Success Landscape</b> Strengthening Philadelphia's citywide college access and success efforts: How has the college access and success landscape evolved over the last five years? What do we envision for the next five years? <i>Sara Singer Quast, Research Analyst</i>
NOON - 1 P.M.	<b>Networking Lunch</b> <i>Speaker: Dr. Gregory Anderson, Dean of College of Education Temple University</i>
1:15 - 2:30 P.M.	<b>Professional Development Session 1</b>
2:45 - 4 P.M.	<b>Professional Development Session 2</b>

**Tuesday, August 4, 2015**

8 - 9 A.M.	<b>Registration and Continental Breakfast</b>
9 - 9:30 A.M.	<b>Plenary #2 – Activating a Community</b> The State of PCPR: The Road Ahead <i>Thomas Butler, Director of Advancement &amp; Operations</i>
9:45 - 11 A.M.	<b>Professional Development Session 3</b>
11:15 A.M. - 12:30 P.M.	<b>Professional Development Session 4</b>
12:30 - 1:30 P.M.	<b>Networking Lunch</b>
1:30 - 2:30 P.M.	<b>Closing Remarks</b> <i>Michelle Lawrence, Senior Vice President and Area President of Philadelphia Community Bank, Wells Fargo</i>
2:30 - 3 P.M.	<b>Closing &amp; Conference Evaluations</b>



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**MONDAY, AUGUST 3, 2015**

**SESSION 1 – 1:15 PM – 2:30 PM**

**Title: Empowering Students of Color & Low-Income Students to Realize Selective College Admissions and Success**

**Presenters:** Tiffany Shumate, Bryn Mawr College, Rodney Morrison, Stony Brook University  
Natalie Herring, University of Pennsylvania – GSE, Kevin Hudson, Princeton University

**Location:** President's Lounge, Campion Student Center

Members of ABAFAOILSS (Association of Black Admissions and Financial Aid Officers of the Ivy League and Sister Schools) will engage participants in discussion and reflection around selective college admissions. The session will be split into a panel and discussion roundtable for college access professionals. Panelists will discuss selective admissions and success for students of color and low-income students. The conversation will address holistic admissions and working with families and community-based organizations to find the right fit for students. The roundtable will open with a discussion on how to empower and prepare students for success, from application through enrollment stages. There will be an open question and response session following the discussion.

**Title: Trends in Academic Advising: Access, Retention, Persistence**

**Presenters:** Rashidah N. Andrews, Ed. D. – Temple University,  
Jennifer Carroll, Ed. M. – Temple University

**Location:** Sunroom 1, Campion Student Center

During this interactive session, participants will examine and re-define three common terms used in higher education and academic advising: access, retention, and persistence. How these terms are defined, their impact on postsecondary student programming, services and interventions, as well as their role in strategies to ensure long-term student success, are constantly changing. For pre-postsecondary and postsecondary education professionals to best support student learning and success, we must all consider new ways of defining and re-defining these key terms and ideas. Participants of this workshop will have an opportunity to deconstruct access, retention and persistence; explore best practices; share resources; and try on a few academic advising strategies that hope to enhance everyone's ability to support students to and through their postsecondary experiences.

**Title: Creating and Sustaining a College Going Culture: The Team Approach**

**Presenters:** Northeast High School Leadership Team - Linda Carroll and Sharon McCloskey, Principals, Michael Picardi, Assistant Principal, Andrew Dunagin and Katrina Lining, Counselors

**Location:** Forum Theatre, Campion Student Center

What does it mean for a high school to instill a college going culture? Northeast HS will share their team approach to creating and sustaining a school-wide college going culture with limited resources.

**Title: Urban Recruitment Made Easy**

**Presenters:** Pierre LaRocco, M. Ed. – School District of Philadelphia

**Location:** Sunroom 2, Campion Student Center

Hear directly from a current Guidance Counselor. This session will provide quick and easy tips on how to find and get the students you are looking for. We will discuss how to reach out to high school counselors, actively engage students, and get the types of Philadelphia students that you want on your campus.

**SESSION 2 – 2:45 PM – 4:00 PM**

**Title: Self-Guided College Fair**

**Presenters:** Conference Participants

**Location:** North Lounge, Campion Student Center

Feel like you just need a brain break and want to learn about some area colleges/universities? If this is you, you might want to take a self-guided stroll through the college fair. Stop by the tables to grab some materials to review from an area college/university, and prepare your thoughts/questions in anticipation of networking with Admissions reps the next day.

**Title: The Redesigned SAT and PSAT/NMSQT: Coming to a School Near You**

**Presenters:** Cassandra Allen - College Board

**Location:** Forum Theatre, Campion Student Center

In March of 2014, The College Board announced its plan to redesign the SAT as part of a larger goal to deliver opportunity to all students and expand access to college for all. The redesigned PSAT/NMSQT® and SAT will be focused on the few things that evidence shows matter most for success in college. Join us to learn about the changes to the assessments and valuable data tools, and what these changes mean for your school, district, and the millions of students taking the exam each year.

**Title: A College Professional's Key Ingredients Guide to Supporting College Access in Schools**

**Presenters:** Dr. Toni Damon - School District of Philadelphia

**Location:** President's Lounge, Campion Student Center

In these current times of financial challenges in the education arena, schools need as much support as they can get from college access professionals. However, with very limited resources and staff, it is sometimes difficult to identify the best method for supporting schools. Through an interactive presentation, Dr. Damon will help participants recognize key strategies necessary to work collaboratively with school personnel to support the college awareness and admissions process.

**TUESDAY, AUGUST 4, 2015**

**SESSION 3 – 9:45 AM – 11:00 AM**

**Title: From Exposure to Engagement: Changing the Perspective on Creating A College Going Community for Students in Middle Years**

**Presenters:** Elaine Johnson - School District of Philadelphia,  
Terry Ward - School District of Philadelphia

**Location:** President's Lounge, Campion Student Center

Participants will learn best practices on exposing and engaging middle school aged students to post-secondary options. We will discuss core principles for creating a college going culture, career exploration, and family/student involvement in middle years.

**Title: First Generation Screening**

**Presenters:** Wells Fargo c/o Heather Vincent

**Location:** Forum Theatre, Campion Student Center

First Generation is an award-winning documentary, narrated by Golden Globe nominee Blair Underwood, that tells the story of four high school students and their journey as they set out to pursue a college education and break the cycle of poverty and bring hope to their families and communities. Shot over the course of three years and featuring some of our nation's top educational experts (Richard Kahlenberg, The Century Foundation; J.B. Schramm, College Summit; Dr. Bill Tierney, University of Southern California), this documentary explores the problem of college access faced by first generation and low-income students and how their success has major implications for the future of our nation. First Generation Go College! is a national education initiative sponsored by Wells Fargo.

**Title: Lessons Learned: How a Wilderness Expedition, an International Service Trip, and a Mentor Change a College Access Approach**

**Presenters:** Kaitlin Irvine – Summer Search Philadelphia, Colin Marlowe – Summer Search Philadelphia

**Location:** Sunroom 1, Campion Student Center

The session will share best practices through asking participants to engage in reflection about their own process of college preparation, and the process they observe in working within their specific programs. Prepare to hear stories, see connections to research, and leave with new tools to help our young people succeed in college.

**Title: College Students in College Readiness: Best Practices and Roundtable Discussion**

**Presenters:** Liz Shriver - PHENND, Daisy Villa - PHENND

**Location:** Sunroom 2, Campion Student Center

This session will update participants on the work of the College Students in College Readiness (CSCR) Working Group. Members of the CSCR Working Group will share curriculum, assessment and training materials for college students who are conducting college readiness work in Philadelphia schools. In addition, discussion on new programs and goals around utilizing college student volunteers to support college readiness goals for Philadelphia youth will be incorporated in an effort to solicit participant feedback.

***Examples of programs covered will include:***

- The Next Steps part-time AmeriCorps Program
- GEAR UP: PHENND Partner Models: 2010-2015 AVID Tutorology Program and
- Preview of the 2015-2021 College Readiness Collaborative Communities (CRCC) Program

**continued >**

**Title: Town Hall: Hot Topics****Location:** Banquet Hall, Champion Student Center

Come chat about the latest happenings in the world of college access and success. Learn the latest on topics that are important to you, or jumpstart the conversation and guide the group in a brief discussion of things that you have learned or experienced as you have supported students in their pursuit of college.

**SESSION 4 – 11:15 AM – 12:30 PM****Title: First Generation Student Panel****Presenters:** Terry Pittman - Urban League of Philadelphia**Student Panelists:** Local First Generation College Students**Location:** Forum Theatre, Champion Student Center

A panel discussion will follow this thought-provoking film to encourage dialogue focused on how to help make attending college a reality. You will hear from local student panelists (not the same students from the First Generation documentary) about the challenges they endured during their venture of pursuing their college dreams. You will also have an opportunity to share solutions and request assistance on challenges you are experiencing within your organizations. Please bring your experiences to share with your peers and the students and have the opportunity to collaborate and be part of the conversation designed to challenge all of us to discuss ways we can help.

**Title: PCPR: It's Impact on You Personally, Professionally and Financially****Presenters:** Candace Powell Kinard – EDU Dreamer**Location:** Sunroom 2, Champion Student Center

PCPR has stood the test of time as an entity that continues to uplift, promote and support the college access and success industry and its professionals. Join us as we share of the tremendous impact PCPR has had on the region, but more importantly the impact on you, our network.

**Title: College Fair****Presenters:** College Representatives**Location:** North Lounge, Champion Student Center

Take a stroll through the fair and grab a moment to chat with a representative from an area college/university. Here's your chance to network before the academic year begins without the hustle and bustle of managing students, families, college applications or phone calls.

**Title: Partnering With the School District of Philadelphia: How We Can Strengthen Resources and Communication****Presenters:** Ayana Lewis, Esq. – School District of Philadelphia**Location:** President's Lounge, Champion Student Center

The School District of Philadelphia wants to build successful partnerships with local college access/readiness partners. Come hear from the Office of Research and Evaluation about key data points from the recent College and Career Access and Readiness Counselor and Partner survey. We'd like to discuss how partner organizations are making an impact in the District around college readiness, and key need areas that could be addressed moving forward. Also, get updated on the recent work of the Office of Strategic Partnerships and discuss strategies to build successful partnerships. Let's uncover the realities of partnering with the school district and schools, understand the core needs, and share strategies on how your organizations can benefit from increased support to establish sustainable partnerships.