

*Dakota Association of College Admission Counseling*

# Admission Counseling Institute

**August 10-11, 2011 Augustana College, Sioux Falls, SD**

## Please Join Us...

On behalf of the Dakota Association of Admission Counseling Institute, we would like to personally invite you to the College Admission Institute to be held this year at Augustana College in Sioux Falls. The Admission Counseling Institute is designed to help new Admission Counselors learn about the profession and the students with whom we work. Participants will explore the skills necessary to have a successful first year in college admission counseling, enhancing their knowledge on several topics such as trends in admission, effective communication, travel tips and financial aid. Using a combination of interactive lectures and group discussions, all new admission professionals will find that the Admission Counseling Institute compliments Admission Office training efforts. The institute will also introduce participants to new individuals they may meet on the road in the fall!

So mark your calendars and plan to join us. We look forward to seeing you!

Sincerely,

Amanda Weischedel, Professional Development Chair

Tonya Stokka, DACAC President

Adam Heinitz, DACAC Past President

Clayton Deuter, DACAC President-Elect

Tom Cool, DACAC Executive Director

## DATES to REMEMBER

**Conference Registration Deadline**  
August 5, 2011

**Admission Counseling Institute**  
August 10-11, 2011

## Conference at a Glance

*(tentative—updated information will be available at check-in)*

### Wednesday, August 10, 2011

- 11:30-12:00 Registration and Check-In  
*Augustana College Morrison Commons Student Center*
- 12:00-1:00 Welcome and Lunch
- 1:00-1:30 Introductions
- 1:30-2:30 The Admission Profession
- 2:45-3:30 Travel Tips
- 3:30-4:30 Apply Your Learning Activity
- 5:00 Dinner/Social  
*(For those wishing to get together, we will Determine a location at the program.)*
- 6:30 On Your Own  
*Enjoy Sioux Falls*

### Thursday, August 11, 2011

- 8:30-9:30 Effective Communication  
New Admission Counselor Panel
- 9:45-10:30 Recent High School Graduates  
Share Thoughts on College Admission and Selection Process
- 10:30-11:30 Financial Aid
- 11:30-12:00 Wrap-up, Evaluations  
and Door Prizes

## DIRECTIONS

Morrison Commons is located just off 30th Street and Grange Avenue on Commons Circle Drive. Take 33rd or 26th Streets from Kiwanis Avenue.

For maps of Sioux Falls and the Augustana campus check out <http://www.augie.edu/about/maps-and-directions>

## CONFERENCE PROGRAM HIGHLIGHTS

### Program Sessions

We are committed to offering an exciting and well balanced set of presentations to meet the interests and needs of new admission professionals. Numerous sessions will be held during the Admission Counseling Institute. A sampling of programs sessions are listed below.

- **The Admission Profession:** Participants will learn about the trends in admission counseling and the professional organizations that can enhance your career. You will explore the “who, what, where and when” that influences the recruitment cycle as well as the attitudes, opinions and motivators of prospective students and their families in the college search process.
- **Effective Communication:** Learning to communicate effectively with a diversity of populations is key in the admission profession. This session will provide suggestions for communication techniques used in student appointments and group presentations.
- **Travel Success:** Learn the “tricks of travel” in this creative presentation from current admission counselors. Learn how to organize your travel plan during college fairs and high school visits and techniques to staying connected with the office while on the road.
- **Panels:** Sit in on panels and hear second-year admission counselors talk about their experiences and advice for new admission professionals. Meet recent high school graduates who plan to attend a variety of colleges and hear their thoughts on the college selection and admission process.
- **Activities:** This session will help you apply what you have learned during the Admission Counselor Institute. Learn from others around you as you understand what it means to be an admission professional!

## GENERAL INFORMATION

### Registration Fees: \$85.00

Registration for the Admission Counseling Institute is \$85.00 per person and includes admission to all conference sessions, lunch (Monday) and breaks. Registration is due by August 5, 2010.

### Hotel Accommodations

A variety of motels are available throughout Sioux Falls and a complete listing can be found at

<http://www.augie.edu/admission/visiting-campus/lodging-and-dining-options>

### Sioux Falls

For those who might enjoy an extended stay in Sioux Falls or are interested in more information on things to do while you are here, contact the Sioux Falls Convention and Visitors Bureau at

<http://www.siouxfallscvb.com/home.cfm>

### Please send Registration and Payment to:

Tom Cool, Executive Director  
Dakota ACAC  
2001 S Summit Ave.  
Sioux Falls, SD 57197

## Registration and Payment Deadline: August 5, 2011

Name \_\_\_\_\_

Title \_\_\_\_\_ Date Started in Admissions \_\_\_\_\_

Name as you wish it to appear on your nametag \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

*(further information and confirmation will be sent to this E-mail address. )*

Please duplicate for each participant. Makes checks payable to Dakota ACAC. Registration is \$85/person.