



2020 FALL CONFERENCE

Supporting Students During Extraordinary Times

EDUCATIONAL SESSIONS

No.	Title	Description	Presenters	Target Content Level	Track
Monday, November 16 • Pre-Conference Workshops • 11:30 a.m.–12:30 p.m. then live Q&A 12:30–1:10 p.m. Both sessions will be recorded & available to registrants through December 30.					
Pre Con 1	An Overview of Law School Admissions	Gain an overview of the law school admissions process, including an analysis of admissions trends and the legal field. For the Q&A, a panel of law school admissions officers will discuss trends and address questions about the admissions process.	Julie Gross, EdM, MBA, CEP, IECA	Foundational	
Pre Con 2	Content Marketing 101 for IECs	Ninety-one percent of small businesses use content marketing as part of their marketing strategy. To help you to get started, we've put together this content marketing 101 session for consultants at any stage of their business development.	Bob Carlton, IECA; Belinda Wilkerson, EdD, GCDF, IECA; Susan Dabbar, CEP, IECA; Colleen Ganjian, IECA	Foundational	
Pre Con 3	Continuum of Care	This workshop is a discussion on the unique challenges of continuum of care in therapeutic placements. The landscape of treatment options is continuously evolving and can often present many challenges. We will address the many challenges we are faced with and how we plan to explore those potential options and continue to provide viable plans for our families.	Members of the IECA Therapeutic Committee	Foundational	
Tuesday, November 17 • Pre-Conference Workshops • 11:30 a.m. –12:30 p.m. then live Q&A 12:30–1:10 p.m. Both sessions will be recorded & available to registrants through December 30.					
Pre Con 4	Where's the Money? Exploring Affordability	The landscape of college admissions has changed dramatically. This workshop introduces critical elements of college affordability planning and how money is used by colleges through admissions offers to compose incoming classes.	Carol Doherty, CPA, IECA College Affordability Committee Chair; Cyndy McDonald, MA, PPS, IECA College Affordability Committee Member; College Affordability Committee Members	Applied	



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Pre Con 5	Individualized Consulting for Neurodiverse Learners	This session offers approaches to individualizing goals for neurodiverse students in this age of virtual learning and telehealth. Ways to translate learning strengths and needs of neurodiverse students into practical recommendations are discussed.	Susy Thomas, PhD, IECA Associate; Judy Bass, CEP, IECA	Foundational	
Pre Con 6	What's Going On In China? How Recent Events Have Upended Study Abroad	For the last ten years, China has represented the largest, richest source of boarding school and university talent for the US. Recently, that relationship appears headed for an inimical divorce. Why and what's to be done about it?	Lloyd Paradiso, CEP, IECA	Applied	
Wednesday, November 18 • BLOCK A • 12:30–1:00 p.m. then live Q&A 1:00–1:30 p.m. All sessions will be recorded & available to registrants until December 30 (the exhibit hall will be available until December 14).					
A1	Featured Breakout: Behind-the-Scenes of Reporting a Book Inside an Admissions Office	A candid look at Jeff's experience and what it took to report his latest book and what it taught him about those working in admissions.	Jeffrey Selingo, Washington Post Columnist and author	Foundational	C
A2	Personal Touch in a Virtual World	The COVID-19 pandemic has forced schools to take their admission processes online. With families having no access or limited access to campus visits, the need for schools to convey the "feel" of their campus to prospective families has become essential. Hear how two boarding schools have sought to give prospective students and families a sense of their warm and welcoming communities in a virtual world.	Timothy Goggins, MEd, Blair Academy; Taylor Foehl, St. Andrew's School	Foundational	S
A3	Engaging Students Using Surveys	Learn how you can use surveys in your work with students to accomplish two goals, 1) Engage your students in the process and 2) Help them find the right fits for majors and careers. Join a pair of experts as they share tips and tools. This session includes links to free resources such as College Match and Getting 2 Know You surveys as well as a survey resource list.	Cyndy McDonald, MA/PPS, IECA; Steven Antonoff, PhD, IECA	Foundational	B,C

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A4	Evaluations, Executive Functions, and Independence	Neuropsychological evaluations provide invaluable information about a person's profile. Here, we learn how results shared with an emphasis on strengths can launch students on a journey of self-acceptance, renewed focus, and determination. Adding targeted executive function sessions solidify this understanding and helps them master the skills necessary to achieve academic independence, thereby easing the transition into college which is challenging for many students.	Daisy Pascualvaca, Daisy Pascualvaca, Ph.D. and Associates; Kathryn Essig, MEd, Essig Education Group	Applied	C,L,S
A5	Advanced Brain Mapping for Data-Driven Outcomes	In creating effective treatment plans, IECs have lacked objective, high-quality data to inform their planning or evaluate their planning process. Traditional neuropsychological assessments are notoriously unreliable. DSM-driven medical diagnoses may leave root causes obscure. Advanced brain imaging techniques such as qEEG can fill the critical need for objective data to improve the entire recommendation and treatment cycle.	Dallas Hack, MD, MPH, Neurologics	Foundational	L,T
A6	Choose HBCUs: Academic Excellence, Community, Relevance	This session aims to look beyond the emotional and explore the intellectual and academic advantages of choosing Historically Black Colleges & Universities (HBCUs). Attendees will come away with an understanding of the historical, social, and cultural context of HBCUs in the current higher education landscape as well as distinct and noteworthy academic programs.	Angela Byrd, MBA, Next Level Consultant, LLC; De'Shannus Gray, MA, Your College Counselors; Antoinette Battiste, MBA, IECA	Applied	C
A7	The Adopted Addict and the Impact of Biological Parents	Adoptees are twice as likely to become addicted to substances than non-adoptees. This session will explore how a relationship to a biological parent may impact the severity of substance use, and how the adoptee population differs in their treatment.	Brett Furst, PsyD, LMFT, PACE Recovery Center	Foundational	T

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A8	Best Practices for Advising Pre-Med College Applicants	Your college applicant wants to be a doctor. What is the best learning environment for a pre-med: research or liberal arts? What is a pre-med major? Do medical schools prefer their own undergrads? Even more confusing are the questions that you receive once they choose which college they are attending: What should they major in? What prehealth advising work? What courses should they take freshman year? Position your student for success before they begin day one at university.	Andrew Spitzberg, MD, USC Keck School of Medicine; Anessa Sax-Bolder, CU School of Medicine; David Thomas, MSJ, IECA	Applied	C,G
Wednesday, November 18 • BLOCK B • 3:00–3:30 p.m. then live Q&A 3:30–4:00 p.m. All sessions will be recorded & available to registrants until December 30 (the exhibit hall will be available until December 14).					
B1	Technology for the Modern IEC: Make Tech Work For you	This year, the entire world was forced to make dramatic shifts toward technology to maintain their day-to-day. As IECs, how do we shift with it? We have been thrust into virtual meetings and online assistance, but there is a way to make technology work for us, winning back some of that work/life balance! Learn which apps can help streamline your business, generate new business, organize your current clients, or make your practice more efficient with technology.	Kathryn Clowes, MBA, IECA Associate; Derron Juarez, MS, IECA Associate	Applied	B,C
B2	All the World's a Stage but It's an Odyssey to Apply!	Helping your performing arts student navigate the college search and arts application process requires a lot of advance planning. Deciding which programs suit them best and negotiating complex artistic review processes are just the beginning...	Chris Andersson, MA, IECA; Amy Goldin, MA, IECA	Applied	C

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B3	Unprecedented: Admission Advice During a Pandemic	The 2020-21 admission cycle has delivered a new set of enrollment challenges for which chief enrollment officers have no “playbook” to consult for the answers. Yet your students have lots of questions: How should I connect with a college remotely? How will applications be read without test scores? If I can’t visit by May 1, how should I make a decision? Chief enrollment officers from public and private institutions will tackle these questions and more.	Stefanie Niles, EdD, Ohio Wesleyan University; Robert Alexander, EdD, University of Rochester; Anika Olsen, Northern Arizona University; Rachelle Hernandez, University of Texas at Austin	Applied	C
B4	2020 Tricky Times in Boarding Schools: Changes Keep Coming for IECs (Live session)	With ongoing changes in the boarding school world, how many times have you said, “I don’t know” to your families in these recent months? We’re all doing our best to keep up with these uncertain times and uncharted territory. Yet we find ourselves unsure how to best serve our families. Join this lively discussion to hear about ongoing changes and ways to work through them to share possible solutions with your families.	Additional IECs and schools to be announced; Krissy Naspo, MA, IECA	Foundational	S
B5	Post-Secondary Options for Students with LD/ADHD/ASD	Representatives from institutions throughout the United States will provide an overview of their college/university and their models of comprehensive support, both in the classroom and online. The panel will highlight how their institutions address the demands for remote learning for all students and especially for students who learn differently. A diplomat from Eye to Eye National will discuss her experiences as a student with learning differences in post-secondary settings.	Paula Cocce, MEd, Curry College; Ellen Bunn, MSpecEd, Appalachian State University; Laurel Grigg Mason, MA, University of Arizona; Vanessa Montgomery, MEd, Eye to Eye National; Manju Banerjee, PhD, Landmark College; Hillary Adams, EdD, Marshall University; Debby Mooney, MEd, University of the Ozarks; Oksana Hagerty, PhD, Beacon College	Foundational	C,L

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B6	From Trail to Transition	Few therapeutic experiences compare to the swift power of wilderness. The novel setting, interventions, and support are unparalleled. As such, most clients require a gradual re-introduction to society. IECs and programs play an important role assisting families with this process. Expectations need to be managed and experiences need to be put into perspective.	Josh White, MA, LPC, LCMHC, CGP, WPA, Red Mountain Programs; Tim Mullins, MA, CMHC, LCPC, Red Mountain Sedona; Ricky Becker, MSW, LCSW, Integrative Approach	Applied	T
B7	Study at an American University—European Style!	Join an informative session with three reputable American universities in Europe: Parsons Paris—The New School in France, Franklin University Switzerland, and Suffolk University Madrid in Spain. Get a taste of European lifestyle and learn about these unique options for international students to study US curricula in Europe in English.	Skyler Bentley Hall, MEd, Bentley Hall Consulting; Mike Fakh, MPA, Parsons Paris; Petra Orent, Franklin University Switzerland; Tom Biedermann, Suffolk University Madrid	Foundational	C,Global
B8	The Right Medical Program for My Client: MD vs. DO	While an MD is the more traditional medical degree, the DO degree is growing in popularity. Learn about medical school trends and the differences in application requirements, admissions stats, academic/clinical features, and career paths for these two degrees. For the Q&A, a panel of medical school admissions staff will join to discuss trends and address questions about the admissions process.	Julie Gross, EdM, MBA, CEP, IECA	Applied	G
B9	Boarding Beyond Borders: Exploring Secondary Options	The cultural shifts of the last several months have highlighted deep disparities in educational opportunities and many families find themselves exploring options they had not considered before, including private day and boarding schools. To help shed light on the ins and outs of the traditional application process as well as how to navigate it from afar during times of social distancing, we have gathered a panel of experts in the secondary school admissions process.	Ginger Fay, MA, Applerouth; Michael Shaver, MA, The Association of Boarding Schools; Joshua Clark, TASIS The American School in England; Claire Strowd, The Westminster Schools	Foundational	Global,S

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EDUCATIONAL SESSIONS

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Thursday, November 19 • BLOCK C • 12:30 –1:00 p.m. then live Q&A 1:00–1:30 p.m. All sessions will be recorded & available to registrants until December 30 (the exhibit hall will be available until December 14).					
C1	Featured Breakout: Creating Cultural Competence and Equity in Education	Education leaders must re-evaluate the overall goal of education now while committing to teaching the most important life-skills for a global future, including cultural competence and how to continuously pivot. Today's consultants and admission leaders have an unprecedented opportunity and responsibility to not only achieve equity in education, but defeat generations of implicit biases so that all students can develop a healthy curiosity about the world and truly become global citizens. Ravi uses his own journey as a rock star, entrepreneur, aviator, and cultural diplomat to show how educators can most effectively and equitably transform students into culturally competent lifelong learners.	Ravi Hutheesing, International Keynote Speaker and Cultural Catalyst, author	Foundational	B,C,G, L,S,T, Global
C2	Achieving Positive Outcomes for Neurodiverse Students	Do you face the challenge of trying to encourage your neurodiverse students to consider alternatives to the traditional four-year college path? Join this lively session where IECs will gain a better understanding of the options available to neurodiverse students as well as develop insights into working with parents who might not be aware of all the options that are available. Thoughtful stories, strategies, and modeling of how to approach this often delicate topic will be shared.	Sharona Sommer, CPC, College Internship Program; Sherri Maxman, IECA	Foundational	C,L
C3	How to Keep Technology Use Healthy While at Home	COVID-19 has come in to change our world and with no time to prepare. Youth are now more reliant on technology and have had to increase their screen time. School has been virtual and sheltering at home has moved socializing to Zoom, FaceTime and other platforms that allow our children to remain as connected as they can be during this most challenging period in their lives. There have been some benefits, some drawbacks. We will present on the research around what is healthy.	Daniel Fishburn, MSW, LCSW, LCAS, MAC, CCS, SUWS of the Carolinas; Ana Moreno, LMHC, MCAP, CIP,CAI, ICADC, CDWF, R&A Therapeutic Partners	Applied	C,S,T

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C4	Addressing Trauma in the College Essay Writing Process	Writing personal statements about traumatic events can be complex. This session will explore those complexities and offer two unique methodologies for storytelling that focus on healing and wholeness. Learn how helping students transition from a deficit lens toward a healing lens can help empower during the storytelling process.	Ashley Lipscomb, The Institute for Anti-Racist Education; Ethan Sawyer, MFA, IECA Associate	Applied	C,T
C5	College Admission Case Studies: What Happens Behind the Curtain?	What happens during admission reviews? How does one applicant get admitted, while a similar applicant is wait-listed or denied? We will ask three highly selective colleges to put together their most interesting cases highlighting what stands out in the application process. How do institutional priorities come into play? What about factors such as first generation, ability to pay, legacy admissions, disciplinary history? When and how do they factor into the decision?	Laurie Weingarten, MBA, CEP, IECA	Applied	C
C6	What About Homeschooling?: Questions to Consider	More parents than ever are considering homeschooling in these pandemic times. How can an IEC guide those contemplating this decision? What factors, resources, and partnerships drive success? Come learn from four IECs who are also veteran home educators! Many types of homeschooling will be discussed. We will equip you to ask the right questions and provide free resources to increase your practical understanding of this delight-driven, rigorous, individualized form of education.	Holly Ramsey, MAT, IECA Associate; Lisa Rielage, MEd, IECA Associate; Michele Evard, PhD, IECA Associate; Rebecca Stuart-Orlowski, IECA	Foundational	C,S

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C7	Better Than Google: Consult, Partner, or Refer?	A parent comes to you with a complex situation. Their student is potentially a recruited athlete, or has learning differences, or they're interested in the UK, or need medical school guidance, or they're fixated on the most selective schools. Their needs are outside your expertise...but they were referred to YOU by a former client! Panelists will discuss when and how to leverage your professional contacts and seek additional expertise, so you can best serve your client.	Joshua Finkel, MFA, Creative Combustion Acting Studio; Mark Hofer, EdD, IECA Associate; Katie Andersen, IECA Associate; Evelyn Jerome-Alexander, MA, CEP, IECA; Lauren Gaylord, MA, IECA	Foundational	B,C,G,L
C8	Adapting Admission Strategies to Remain Engaging	COVID-19 has challenged many schools to rethink how they recruit and convert new families. While there won't be a one-size-fits-all solution for admissions, there are numerous best practices and strategies you can have in place to attract qualified families and compel them to inquire and apply. The presenters will help you prepare this season, whether you have remote or hybrid admissions.	Rob DiMartino, MA, Finalsite; Connor Gleason, MS, Derby Academy	Applied	S

Thursday, November 19 • BLOCK D • 3:00–3:30 p.m. then live Q&A 3:30–4:00 p.m.

All sessions will be recorded & available to registrants until December 30 (the exhibit hall will be available until December 14).

D1	Leading by Example: Values-based Business Branding	There is a common struggle to break down the old paradigm of creating separate business and personal personas. However, there's merit to allowing personality, beliefs, and values to shine through in business practices and branding. How can IECs create a symbiotic relationship between their personal values and business mission? Join four IECs with varying experiences and professional backgrounds as they explore how to authentically and professionally blend values and business.	Sawyer Earwood, IECA Associate; Sydney Montgomery, JD, IECA Associate; Stacey Cunitz, MA, CEP, IECA; Jessica Chermak, MA, LPC, IECA	Applied	B
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D2	Study Abroad: How To Get Them There	Studying overseas can include American degree programs, foreign universities, semester programs, summer programs, short term programs, and imbedded study tours. Helping your students navigate these choices can help narrow their college search. Deciding HOW they want to study abroad allows them to find the colleges that offer appropriate programs for them.	Camille Crites, MA, Syracuse University; Jennifer Boucher, American University of Paris; Lea-Anne Allen, MS, Macquarie University	Foundational	C,Global
D3	The Trauma Treatment Evolution and What it Means for Us	This presentation focuses on changes to how we treat trauma. Programs can miss emotional flashbacks, classify trauma responses as behavioral issues, or encourage clients merely to "look good." As we integrate dynamic trauma therapies such as EMDR, brainspotting, and psychodrama intended to activate to access core wounding, we must evolve. We will explore fawning as the fourth trauma response and how we must measure our success by our capacity to promote deep healing.	Sean Roberts, PhD, LPC, Cascade Crest Transitions; Lauren Roberts, MS, LPC, Evoke Therapy Programs	Applied	T
D4	How Has COVID-19 Altered the Admission Process?	COVID-19 has altered all of our lives, and the college admission process is expected to be quite different this year. Hosted by the College Committee, a panel of admission reps will highlight the process to date. How were ED/EA application numbers? What percentage in the early rounds applied test optional? What type of changes are you seeing in extra-curricular activities? What are you anticipating in the Regular Decision round? Will admissions be forever changed?	Joanne LaSpina, MA, CEP, IECA	Applied	C
D5	College While Black: PWI's Through a Different Lens	Many Black students successfully navigate their predominantly white high school experience. However, in the same way that college is different from high school academically, there are also significant social and cultural differences. We will explore the Black experience that may await them at PWI's: determining who their champions are on campus, dealing with racist assumptions by peers and faculty, and other issues that can contribute to becoming overwhelmed and exhausted.	Valerie Wilkins, MEd, College of William & Mary; Quiara Mosely, George Washington University; Amy Jasper, MPA, IECA	Applied	C

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D6	Test-Optional Admissions = Multiple Choices for Students	The number of colleges and universities moving to a test-optional admissions policy has grown exponentially since last spring. The idea of giving students more choices (to test or not to test, to submit or not to submit) and increased access is welcome news to many, but questions remain. The panel will seek to answer these questions and shed light on how holistic review truly works.	Jed Applerouth, PhD, Applerouth Tutoring Services; Carol Conchar, MFA, The George Washington University; Jamie Hansard, MA, Texas Tech University; Shawn Felton, MA, Cornell University	Applied	C,L
D7	Red Flags to Watch for During the Intake Process	Consultants must be adept at interpreting sometimes conflicting information for students with learning disorders. Learn how to pull together key details and observations, including grades, testing, interests, and how they present, while watching for “red flags” that impact school and college placement.	Elizabeth Hall, MEd, IECA; Carol Kinlan, MBA, MEd, IECA	Foundational	C,L,S
D8	Watercooler: Assessing Students Now (Live session)	What does testing look like? What do interviews look like? Parent worries about the teacher recommendations?	Discussion led by members of the Schools Committee	Foundational	S

Friday, November 20 • BLOCK E • 2:45–3:15 p.m. then live Q&A 3:15–3:45 p.m.

All sessions will be recorded & available to registrants until December 30 (the exhibit hall will be available until December 14).

E1	Featured Breakout: “How to Maintain High-Touch Relationships in No-Touch Times”	Technology has taken over as a primary means of communication, yet real conversations are still a crucial part of relationship-building. This interactive virtual breakout session will provide real-life strategies for maintaining “high-touch” relationships even as we work remotely and communicate virtually.	Sarita Maybin, Motivational Speaker, Communication Expert, and author	Foundational	B,C,G,L, T,Global
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E2	Metric for Autism to Evaluate Placement & Admission	In determining the needs of students on campus and understanding issues related to placement, it becomes notable that there are six essential variables that need to be accounted for: Autism Level via the DSM-5, Cognitive Capabilities (e.g., IQ), Activities of Daily Living (ADL's), Behavioral Requirements, Academic Support, and Medical Needs. A formula for considering these factors in a weighted format is proposed for improving placement.	Brandon Park, PhD, New Focus Academy; Kevin Gersh, Gersh Legacy	Applied	L,T
E3	The Art, Science, and Magic of List Building	Building a great college list means looking beyond standard criteria to help students discover where they will be pushed, not shoved; where they will learn more about themselves, others, and the world; and where they will be happy. Let's explore aspects of college life that are rarely considered yet are key to a rich college experience. We will share some surprising questions to ask your students to help them dig deeper and find places where they will thrive and graduate.	Anne Wager, MA, IECA; Steven Antonoff, PhD, IECA	Foundational	C
E4	The Ride to Independent Schools	Given the myriad challenges facing enrollment leaders in today's competitive market—many of which are beyond our control—it is critical that we make the admission process more accessible and family friendly. To aid enrollment leaders and IECs in this endeavor, The Enrollment Management Association (EMA) conducts a biannual survey of thousands of parents immediately following the application season. In this presentation, we will share key themes from EMA's 2020 Ride to Independent Schools Report, along with how family perspectives have changed due to COVID-19.	Christina Dotchin, EMA	TBD	S

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E5	There's An App for That!	Yes, we all have a love/hate relationship with technology! But as your business grows, so do the demands on your time... and technology can help. Two experienced consultants with larger practices will walk you through conducting a technology audit, automating your sales pipeline, utilizing team-building tools, and improving client communication with tools. We'll dive into Harvest, Trello, G-suite, Zip Whip, Calendly, Notability, Vcita, and more!	Elisabeth Morgan, MALS, CEP, IECA; Lisa Carlton, MEd, IECA	Applied	B
E6	I'm in Wilderness for the Second Time. Now What? (Live Session)	In this live discussion, we will discuss cost, length of stay, discharge planning, and opportunity vs failure.	Lisa Vella, MEd, IECA; Jesse Quam, LCSW, ACSW, IECA	Foundational	T
E7	Hidden UK Gems: There is Uni Life Outside of Oxbridge and London	What institutions are you missing out on? There are about 130 universities in the UK and, understandably, some are more widely known than others. However, some of these "other" institutions can offer amazing programs and feature unique selling points. Representatives from four UK universities will discuss the perks of attending some of these hidden gem institutions and why students may wish to investigate the road not widely taken.	Alana Stuart, MA, University of East Anglia; Rachel Davies, Cardiff University; Johnny Hill, Ulster University; Emily Page, University of Central Lancashire	Applied	C,Global
E8	Change Equals Change: Milieu, Community & Nature	In a healthy therapeutic milieu, we can use the community and the beautiful spaces that we venture into as a way to press pause and sink into ourselves. In this context, the Cognitive Triangle and ACT Triflex create a space to help our clients identify and manage their Windows of Tolerance, hence can expand their own awareness, tolerate what's difficult, and make intentional, strength-based decisions in their lives.	Erica Thiessen, MC, SUWS Carolinas and Alexi Gross, LCMHCA, LCASA, SUWS Carolinas	Applied	T

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Friday, November 20 • BLOCK F • 5:15–5:45 p.m. then live Q&A 5:45–6:15 p.m. All sessions will be recorded & available to registrants until December 30 (the exhibit hall will be available until December 14).					
F1	Interviews Are Big for Staying “Real” in Virtual 2020	With colleges and independent schools putting less weight on tests and last spring’s grades, 2020 is the year of the story. Essays and virtual interviews must count more. How can students secure a chance to demonstrate that they match a school? How do you prepare them to authentically do that through the computer screen? One college and one secondary school admissions officer will join an interview coach to help you prepare your students for this unique year.	Peter Gilbert, MEd, Salisbury School; Amy Markham, Mount Holyoke College; Mark Efinger, MFA, Interview Skill Coaching Academy	Applied	C,S
F2	Overcoming Brand: Best Fit International Admissions	International families are often hyper-focused on “brand name” schools. As IECs, we guide our clients in the process of finding best fit, whether or not that school is the “best” according to that year’s ranking. At the same time, small, niche schools often struggle to articulate intrinsic value in recruitment efforts, causing them to be overlooked by international students. Our panel explores these challenges in the context of ‘best fit’ advising and recruitment.	Stephanie Bowman, Minerva Prep; Camila Medina Mora, Minerva Prep; Brian Liechti, MBA, Warren Wilson College	Applied	C,Global
F3	Build Community to Increase Longevity of Your Business	In this workshop, you will learn how to turn your former clients into your biggest cheerleaders for your business by building community and thereby increasing brand loyalty. We will look at how a company has built a community that has allowed it to listen and understand how to continue servicing former clients. We will go into detail on how you build community and harness its power to help increase revenue and lifetime value of your clients.	Anish Merchant, Merchant GMAT; Applied Joe Mashek, Merchant GMAT; Kim Mehta, JD, IECA	Applied	B

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F4	NARM: Healing from Complex Trauma and Addiction	This presentation offers an overview of complex trauma and addiction from a NeuroAffective Relational Model (NARM) perspective. Understanding and being able to work with complex developmental dynamics is critical for helping our clients in their healing process. When clients struggling with addiction are having difficulty shifting out of the patterns of dysregulation that are driving their behavior, these implicit psychobiological patterns are at play and must be addressed.	Michael Giresi, CAC, CTP, ICADC, Applied NMP, Family First Adolescent Services		T
F5	Enhancing your School's Presence in a Virtual World. (Rethinking Outreach in a Virtual World) Live Session	Many schools pivoted quickly to address the challenge of COVID, however, there are silver linings. Hear how a school used the lessons they learned as they moved to increase their online and social media footprint by utilizing targeted and specific virtual sessions that moved beyond general open houses and O&As. Just as teachers are struggling with classroom engagement, admissions reps have also had to adjust practices to be comfortable with technology and communicating on camera. Discover many positive and new ways to market the great things you were doing prior to COVID and how both consultants and admissions reps can utilize these techniques moving forward. The landscape has changed, in some ways for the better!	Additional IECs and schools to be announced; Andi O'Hearn, IECA	Foundational	S
F6	Bullseye or Broadside: Do You Know Fit?	Helping a student build a smart college list is central to our work. But what happens when fit becomes fetish? What's "wrong" with a student applying to every Ivy League school or to both NYU and Deep Springs? Probably nothing! As we explore the difference between accuracy vs. precision in building better lists, we'll also discuss the challenge of when "find their fit" becomes meaningless devotion to a mantra as opposed to intentional attention to a student's needs.	Arun Ponnusamy, IECA	Foundational	C
F7	You Don't Need to be a Neuro-Guru to Do Neurofeedback!	What, Why, & How of Neurofeedback: How the brain responds to various stressors affecting mood regulation and academic success, and how technology is making this more accessible in various settings including classrooms and mobile training at home.	Dianne Kosto, SCN, SYMMETRY Neuro-Pathway Training	Foundational	L,S,T

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2020 FALL CONFERENCE

Supporting Students During Extraordinary Times

EDUCATIONAL SESSIONS

No.	Title	Description	Presenters	Target Content Level	Track
F8	College Financial Aid and Affordability–Pandemic Style	The College Affordability Subcommittee will offer ways to advise families to help them find calm in the COVID storm. Specifically, what resources are IECs using? How do we advise families regarding NPC without test scores in the new financial landscape? How can we determine the financial health of institutions? What are members seeing in regard to how schools have adjusted future merit aid? What strategies can families use to reduce the future cost of higher education?	Lora Block, MA, CEP, IECA; Dean Applied Skarlis, EdD, IECA; Claire Law, MS, CEP, IECA; Elizabeth Agather, MA, IECA Associate, Donna Sakabu, IECA		C

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