



Spring 2008

Message from the President

*Sean P. Kaylor, NYSACAC President
Vice President for Enrollment Management
Marist College*

Spring is finally approaching after a long and busy winter for all of us! I wanted to update everyone on some events and happenings within our organization.

You probably noticed extensive developments on our Web site! Our Web site is now live. Our member's only section allows you to renew your membership and update your information. You can also access a vast array of information in this section. We are also just finishing adding the Spring Conference 2008 registration details, so watch for that any day!

If you have any questions regarding the NYSACAC website, please contact us:
nysacac@nysacac.org

Our Professional Development Forums have begun! This year's series will focus on the ways in which high school and college counselors can and do work together to assist students in the college search and selection process. While specific workshops will vary from site to site, topics will include ethical dilemmas, mental health issues, communication throughout the process, and best practices in school counseling and college admission.

Thanks to the generosity of the colleges that serve as host sites for the forums, there is no charge to attend. We still have dates and locations to choose from! Please access the link below for more information and to register!

[Register for Professional Development Forums - Click Here](#)

After our forum series comes to an end, we are looking forward to the 2008 Annual Conference at Manhattanville College in Purchase, New York, June 3rd through June 6th. Please see Michael Acquilano's article on the Conference, as well as the web link below.

[Register for the Annual Conference 2008 - Click Here](#)

Membership in our national organization, NACAC, in addition to membership in NYSACAC, presents even more opportunities for you, your students, and your institution.

If you have questions or if I can be of further assistance, please email me:
president@nysacac.org



Membership Renewal

*Timothy Lee, NYSACAC Membership Chair
Director of Admissions
Hilbert College*

On behalf of the NYSACAC Membership Committee, I would like to thank everyone that has taken the time to update and renew their memberships. Membership is what drives this organization, and it is the members that make NYSACAC the model for state and regional organizations throughout the country.

As many of you are aware, NYSACAC recently launched its new website. Many exciting features have been added that are available only to our members.

We are also aware that the online renewal process has had several glitches recently. We would like to thank all of our members for their patience as we ironed out all of the details. You can now renew your membership and pay your fees online at www.nysacac.org.

Just follow the link to the "Membership" area, click on the "Membership Renewal" button, and fill out the necessary spaces. Primary members can renew the memberships for their entire offices/organizations.

Secondary members can renew just their own memberships. To log on you need a username and password, which is your email up to the @ sign. New members can also register for membership by pressing the "New Membership" button and filling in the necessary spaces.

If you wish to print out a copy of the membership form, please click on the following link: <http://www.nysacac.org/pdf/NYSACAC-Membership-Application-print.pdf>

From here, you can print off a hard copy of the form and send it in along with your membership fees.

It is an important time to check your membership status. If you have not renewed for the 2008 year, please take a few minutes and do so today! By renewing your membership, you will be on the mailing list for all of the exciting events that are quickly approaching including the Professional Development programs and registration for the spring conference at Manhattanville College.

Please contact us at membership@nysacac.org if you have any questions, comments, want to check on your membership status, or would like to join the Membership Committee.



Personal Ads & Aggressive Marketing

Jane C. Hoffman, MBA is a member of IECA, NYSACAC, and WPRCA. She offers college admission consultation through CollegeAdvice 101.

Please contact her with further questions: CollegeAdvice101@aol.com or (914) 833-1573

In my work as an educational consultant to families going through the college search and application process, I use information and humor to support students and their parents. As early admissions decisions have been rendered and seniors at Mamaroneck High School and elsewhere now wait for the next round of regular admissions decisions I want to share some thoughts to lend perspective, offer advice and provide some levity.

Aggressive marketing by colleges has added to the frenzy and confusion and made it harder for students to pay attention to what should matter most. After honest and ongoing reflection and self assessment, students should be considering the differences in college environments and how they match their preferences and requirements and will further their growth and development. Urging colleagues to take a values-based approach to promoting their institutions, Joanna Broda, executive director of enrollment management at Pace University in White Plains, spoke to that point when she said, "The current guiding principle in marketing colleges is attracting as many students as possible. We sell the sizzle but not the steak, and we market ourselves against our competitors instead of making students aware of the essential elements that distinguish our own college from other institutions." Bruce Poch, vice president and dean of admissions at Pomona College in Claremont, California conveyed similar sentiment when he said, "We talk to students about our new dorms and our new gym. Sometimes I feel like I'm doing a time-share sales pitch and all I need are balloons to complete the effect."

Since a college education is earned by students through active engagement and hard work and is not conferred upon them by virtue of "place", I urge students to think about educational values such as curricular requirements and educational philosophy. At this time, with some admission decisions in hand and others yet to be rendered, there is another window of time for seniors to consider the differences in college environments and how they fit and support their personal and unique preferences and goals. I also invite students to think about how they will take advantage of the opportunities that lie ahead and the contributions that they will make. Thinking of how colleges market themselves caused me to construct a "personals ad" for a typical high school student applying to college. If you see yourself in that profile, know that you are not alone!

Healthy kid. High school senior. Undecided about major and academic focus, inclined toward the sciences and working with numbers. Had heard about your preference for students earning As in a rigorous curriculum; instead earned Bs. Enjoys playing guitar, acting, hanging out with friends, running, not feeling too much pressure. Seeking same in liberal arts college for four years of learning, laughter and a sense of future direction.



Gap Year in Israel

*Heath Einstein, NYSACAC Government Relations Co-Chair
Director of College Counseling
The Solomon Schechter School of Westchester*

It is with tremendous pride that I share some reflections on my recent experience in Israel on a trip sponsored by MASA, a joint project of the Jewish Agency for Israel and the Israeli government. How fittingly titled. MASA is the Hebrew word for journey. Having been to Israel multiple times I am always struck by how emotional *my* journey is. Though the itinerary is never the same and I learn more about the miraculous resiliency of my people, I am always left with a feeling of incomparable fulfillment.

The purpose of this particular trip was to expose a group of North American college counselors to the seemingly endless array of post-high school opportunities in which students spend a significant length of time in Israel (MASA defines significant as at least five months). Though many of us knew the names of these so called "gap year" programs, we were not well versed enough to adequately guide an interested student toward one program or another.

I am now comfortable in discussing the relative merits of Nativ, Young Judaea's Year Course, Rimon, or Kibbutz Ulpan, to name but a few of the options. However, I have come to realize that the more critical aim of this trip was to see how *every* Jewish student can benefit from spending a significant amount of time in Israel.

The "gap year" experience is an increasing phenomenon in the United States. Long since the standard in Europe, Harvard University publicly lauds the benefits of such an experience. It is almost a universally accepted premise that students who take a year off between high school and college are far better prepared to meet success at the post-secondary level, both academically and socially. And while a generation ago it was sometimes difficult to defer one's enrollment in college there are few schools who will not grant a one-year deferral.

Just as MASA programs seek to integrate Israeli life into the academic experience, so too was our trip filled with opportunities to explore Israeli culture. From the Old City of Jerusalem to Yad Vashem (Israel's Holocaust Museum) to Mount Carmel, we saw first hand how this little country thrives in an often difficult geo-political climate.

The "gap year" is a unique and irreplaceable opportunity. Whether a student spends time learning about biblical history in Israel, the Hadzabe tribe in Tanzania, or works the land in South Dakota, young adults who consume this chance will be better students, better roommates, and better leaders in college as a direct result of their journey.



Making Our Voice Heard

*Susan Cohen, NYSACAC Government Relations Co-Chair
Assistant Director of Admissions
The Cooper Union*

The 11th annual NYS Legislative Forum advocacy day took place on Tuesday, March 4, 2008. Members of NYSACAC and of nine other NYS education groups gathered in Albany to lobby state officeholders about issues related to financial aid, opportunity programs, and high school guidance counseling, and to promote general support for high school and college students in New York. Over 100 constituents attended the Forum, including students from Queens College, University at Albany, Purchase College, New Visions Law and Government High School and SUNY Buffalo Liberty Partnerships.

John Reid, Executive Director for the New York State Commission on Higher Education, and Senator Toby Ann Stavisky served as keynote speakers. Executive Director Reid talked of major commission recommendations.* These initiatives include creating an endowment to finance public higher education in NYS and supporting the hiring of 250 eminent faculty to SUNY and CUNY within the next five years. Senator Stavisky spoke about the need to keep college costs affordable for all students. The speeches prepared participants for visits to their representatives.

For the visits with senators and assembly members, participants were equipped with a series of Legislative Priorities to promote adequate and increased funding for the tuition assistance (TAP) program, opportunity programs, and K-12 education. The group lobbied members to support legislation that would require at least one certified school counselor in every elementary, middle, and secondary public school in the state. They supported science and math initiatives as well as programs to set up loan forgiveness for students who work in New York after graduation.

The NYSACAC government relations co-chairs would like to thank all Forum participants for coming to Albany and continuing to support legislative priorities at the local and state level.

For current New York State Legislation, visit the State Legislative Portal on NACAC's website:
<http://www.nacacnet.org/MemberPortal/GovernmentRelations/>

*The Preliminary Report of Findings and Recommendations Executive Summary from the NYS Commission on Higher Education can be viewed at:
<http://www.hecommission.state.ny.us/report/CHExecutiveSummary.pdf>



Legislative Priorities

This article was submitted on behalf of the Government Relations committee. The committee is Co-chaired by Heath Einstein and Susan Cohen.

A seven-member delegation from New York represented the Empire State at the twenty-sixth annual NACAC Legislative Conference in Washington, DC, March 9-13.

The group spent two days studying current legislation and then mobilized on Capitol Hill for a day-long lobbying effort. They also went to learn about and promote NACAC's established goals of improving access to quality counseling, increasing funding for and eliminating barriers to financial aid, and making school curricula more rigorous.

The team met with key aides to our elected officials, on both the House and Senate sides of Congress to address the need to:

- Provide funding for graduate programs to include coursework in college counseling
- Streamline and simplify the FAFSA application process
- Increase maximum Pell Grant awards
- Reform the No Child Left Behind (NCLB) legislation

After meeting with Senator Clinton's legislative correspondent for education policy, the delegation divided up to lobby their local members of Congress, as well as to meet with members from all over New York state. Senator Clinton has been a strong advocate for education funding, sponsoring several key bills in the Senate.

The conference was a tremendous success, spotlighting New York's own Dr. Art McCann, Director of Guidance at Great Neck North High School. Dr. McCann served on a panel discussing the importance of college counseling courses in graduate programs. He teaches this course at several New York City-area universities.

In addition to Dr. McCann, New York was represented by NYSACAC President-Elect Mike Acquilano, Government Relations Co-Chairs Heath Einstein and Susan Cohen, and NACAC Board of Directors members Richard Alvarez, Scott Hooker, and Lisa Sohmer.

For more information on NACAC's legislative priorities and ways to get involved, go to: <http://www.nacacnet.org/MemberPortal/GovernmentRelations/>



Upcoming Events in Spring & Summer of 2008

NYSACAC Professional Development Forums

Don't miss this opportunity to attend the NYSACAC Professional Development Forums which will be offered this spring throughout New York State. This year's theme, *Partners in Practice: Working Together for Access and Opportunity* will offer counseling professionals an opportunity to discuss and learn about: ethical dilemmas we face as professionals; mental health issues in our schools and on our college campuses; best practices in school counseling and college admission; and the importance of constant communication throughout the admission process.

There is no cost to attend these Forums that will be offered on eight college campuses:

March 25: Fordham University – Manhattan
March 26: LeMoyne College
March 27: Roberts Wesleyan College
April 11: CW Post University
May 19: Daemen College

Please visit NYSACAC's website for detailed information about workshops offered at each site:
[Register for Professional Development Forum - Click Here](#)

NYSACAC Conference 2008: Building Our Future One Student At A Time

June 3-6, 2008; Manhattanville College; Purchase, NY

Join us for the 30th annual NYSACAC Conference June 3-6, 2008 at Manhattanville College in Purchase, New York. We promise it will be an unforgettable experience!

Highlights include:

- 11th Annual Coming Together Conference
- Pre-Conference Tours of Westchester County Area Colleges
- Pre-Conference Golf Outing at the Doral Arrow Wood Golf Club
- Keynote Speaker: Jonathan Kozol, Author, [Savage Inequalities and The Shame of the Nation](#)
- NACAC Update from Jim Miller, NACAC Board of Directors
- Wednesday Evening: "Around the World" Experience in The Castle
- 70+ Workshops for HS Counselors and Admissions Professionals
- Fundraising Events: Bocce, 5K run/walk, Micro-brew Beer Tasting
- "Island Party" Conference Social on Thursday (pack your flowered shirt!)
- Legislative Session featuring David Hawkins, NACAC's Director of Public Policy
- Silent Auction, Raffles and More!

Registration booklets will be mailed to all members and additional information can be found on NYSACAC's website. We hope to see you in June!

[For More Information on the 2008 Conference - Click Here](#)



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