



2016 TACRAO Summer Admissions Workshop

“Back to Basics”

Friday July 29, 2016

8:00am – 2:30pm CST

Montgomery Bell Academy, Nashville TN

Cost: \$50/person (includes lunch)

Dress: Casual (institution-specific attire is encouraged)

RSVP Deadline: July 20, 2016

To RSVP, go to www.tnacrao.org and select “Upcoming Event Registration.”

You can pay by clicking the “Pay by PayPal” link on the www.tnacrao.org website, or you can send a check payable to TACRAO to:

Tracy Comer, TACRAO Treasurer
Austin Peay State University
P.O. Box 4548
Clarksville, TN 37044

RSVPs received after July 20th may be subject to a late fee.

Questions? Comments? Special Accommodations? Please contact Sammy Stevens, TACRAO VP of Admissions and Financial Aid at ssteve18@utk.edu or 615-939-0270.

For TACRAO’s Refund Policy click link: <http://www.tnacrao.org/policies/RefundPolicy.pdf>



Admissions Workshop Schedule

“Back to Basics”

July 29, 2016

8:00am – 2:30pm CST

Montgomery Bell Academy, Nashville TN

Highlight of Changes from Last Year:

- *Stats on the next generation of prospective students – dubbed “Generation Z”*
- *Overview of terms/phrases relating to diversity, as well as best practices regarding the recruitment of diverse student populations*
- *Moderated group discussion about professionalism in college admissions, as well as building relationships with students/parents/counselors*

8:00-8:30 -- Check-In

8:30-8:45 -- Welcome & Introductions

8:45-9:45 -- “The Why” & Breakout Discussion (New Staff & Veteran Staff)

9:45-10:30 -- “Born Digital” – A Dummy’s Guide to Generation Z

10:30-10:45 -- Break

10:45-11:45 -- “Diversity Awareness/Recruitment” & Breakout Session (Based on School Size)

11:45-12:30 – Professionalism and Relationship Building – Group Discussion

12:30-1:15 -- Lunch

1:15-2:00 -- TSAC Updates

2:00-2:15 -- Workshop & Breakout Recap

2:15-2:30 -- Closing Remarks

****Schedule is subject to change***



“The Why” : Based on the book “Start With Why” by Simon Sinek, this interactive session will guide you through the “Why” process, and will help you articulate your “Why” to help keep you focused on the purpose, cause, or belief that inspires you to do what you do.

“Born Digital” – A Dummy’s Guide to Generation Z : Did you know that today’s teenagers don’t remember a world before 9/11? A world before social media, or one in which the internet couldn’t be used at the same time as a phone? The generation of current high school students has been dubbed “Generation Z.” This session will discuss the similarities and differences between Generation Z and Millennials, as well as approaches to working with Generation Z in our roles.

Diversity Awareness and Recruitment : Diversity - in all forms - is a topic that has been gaining national attention. Given the ever-changing demographics of our culture, it has become even more important that university representatives are able to relate to prospective students and parents in a manner that is not only strategic and impactful, but is also respectful. This session will discuss the importance of recognizing diversity in recruitment efforts, and will cover basic diversity terms and information we all need to be aware about in the recruitment process.

Professionalism and Relationship Building - Group Discussion : No matter our institutional goals, one thing is certain – the success of our jobs is based on our ability to form and maintain good, working relationships with our counselors and prospective families. School Counselors can be some of our best advocates and friends. This session will focus on sharing ideas about how to build these relationships, as well as how to maintain a level of professionalism while we do so.

TSAC Updates : This session will provide updates on changes relating to the State of Tennessee’s Financial Aid Process. Specifically, the session will cover information about the new Early FAFSA, the Hope Lottery Scholarship, and Tennessee Promise.

If you are interested in contributing to one of these presentations or have any questions, please contact Sammy Stevens at ssteve18@utk.edu

