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November 4, 2015

MEMORANDUM

TO: State Board of Regents

FROM: David L. Buhler

SUBJECT: USHE Conference for School Administrators and Counselors

lssue

On September 11, 2015, the Utah System of Higher Education sponsored a conference titled "Engaging Parents to Empower Students" for school administrators and counselors with the purpose of helping them gain a greater understanding of specific tactics to better engage parents in their children's education, as well as information on helping students and parents understand and utilize resources in place to support students as they transition from high school to college or university, including applications, financial aid, scholarships, and other supportive programs. This annual conference is in its seventh year and was funded entirely by College Readiness money appropriated by the legislature. The event was coordinated primarily by Heidi Doxey with support from other members of the Access and Outreach team, the Utah Council, College Access Network of Utah and the Outreach Team in Utah Higher Education Assistance Authority (UHEAA).

This conference continues to grow and expand. This year 793 administrators, counselors, presenters, college access, admissions and recruitment staff from across the state participated in this day-long event at South Towne Expo Center in Sandy Utah. Participants came from approximately 32 of 41 Utah school districts, in addition, an increasing number of private and charter schools were represented. The keynote speaker Dr. Deneece G. Huftalin, President of Salt Lake Community College, spoke from her lens as a parent, an educator and college president on important ways to engage with parents, communication and connecting with both student and parent. She also spoke on specific programs at Salt Lake Community College that focus on engaging parents, not only as supporters of their students, but also as potential adult learners themselves.

















Participants were able to choose from 27 different workshops covering the following topics and statewide initiatives:

- High school mathematics recommendations
- Engaging students and parents in social media
- Engaging parents in student education and success
- Preventing risk and building healthy futures for LGBT students
- Getting families involved in college planning
- Empowering undocumented students
- Utah College Application Week
- Utah Scholars
- Utah Educational Savings Plan (UESP)
- Regents' and New Century scholarships
- FAFSA and financial aid
- Using data to make decisions and drive change
- Panel sessions highlighting college, university, and business leaders.

New this year were seven workshops applicable to elementary counselors, in addition to expanded sessions for junior high and middle school counselors. Representatives from all Utah System of Higher Education (USHE) schools, as well as Utah College of Applied Technology (UCAT), Brigham Young University (BYU), LDS Business College (LDSBC), Westminster College, StepUp Outreach, and UESP had information booths and were able to answer questions and distribute materials for the upcoming academic year.

Attached is the agenda from the conference for reference.

Feedback

We received 322 evaluation responses, which is a response rate of 41% of our total attendees. The evaluation was available in hard copy at the conference as part of the printed agenda, and afterward as an online survey. Of the respondents:

- 78% are school counselors; 46% work at the high school level and 25% at junior/middle schools, and 3% at elementary schools.
- 10% of the additional respondents were college and university outreach and access, financial aid, or admissions and recruitment personnel.
- 47% were in their first five years of providing assistance to students and families about postsecondary options, while 22% have been in their role between six to ten years, and 30% in their role for more than 10 years.
- 82% were either "very satisfied" or "satisfied" with the choice of conference workshops.
- 89% were either "very satisfied" or "satisfied" with the vendor booths at the conference.
- 85% agreed they received valuable information from the college and university representatives.
- 74% agreed that the conference helped them identify ways to engage parents.
- 74% agreed that as a result of attending this conference they gained a greater understanding of the processes and potential hurdles students must navigate to succeed in college.

We collected information regarding suggestions for future sessions and based on enormously positive feedback, we will be expanding sessions for younger students, both elementary and grades 5-8, with practical information about college readiness. Additional sessions for middle school and junior high counselors will continue to be planned. Due to our increasing size, we plan to issue a call for proposals in the spring. We will continue to include sessions on student diversity, social media, financial aid and parental engagement, along with other college access and outreach programs and initiatives. We continue to receive such positive feedback about this conference and try to build upon our experiences to improve our offering for the coming year.

Commissioner's Recommendation

This is an information item only; no formal action by the Board is required. However, the Board is encouraged to read and take note of the information in this memorandum and review the attached event agenda. Note that further follow-up will be handled by the Commissioner's Office as part of the Board's Participation Strategic Objective.

David L. Buhler Commissioner of Higher Education

DLB/JH/HD Attachment **USHE Conference for School Counselors and Administrators**

ENGAGE PARENTS TO EMPOMER STUDENTS

FRIDAY, SEPTEMBER 11, 2015 SOUTH TOWNE EXPO CENTER - SANDY, UTAH



WELCOME SPEAKERS



Julie Hartley, PhD

Assistant Commissioner for Outreach and Access, Utah System of Higher Education

Dr. Julie Hartley was recently hired by the Utah System of Higher Education. She comes with a wealth of experience in both academia and promoting and improving college access and completion. She has a PhD from Columbia University and taught anthropology at BYU for nine years before becoming the Dean of College Readiness at Elgin Community College in Illinois. Most recently, Julie was the Director of the

Utah State University Tooele Campus and of USU's programs in Wendover, Delta, and Nephi. Her focus at Elgin and at USU was on initiatives to try to improve local college going and completion rates.



David L. Buhler, PhD

Commissioner of Higher Education, Utah System of Higher Education

Dr. David L. Buhler was named as the eighth Commissioner of Higher Education by the Utah State Board of Regents in 2012. As Commissioner he is responsible for making recommendations to, and implementing the policies of, the State Board of Regents, which is the governing board of Utah's eight public colleges and universities. Commissioner Buhler comes to this position with a long history of

service in higher education, state and local government, and business.

For nearly twelve years prior to his appointment, Commissioner Buhler served as Associate Commissioner for Public Affairs with responsibility for government and media relations and overseeing the system's strategic priority of participation and outreach. He also served as Interim Commissioner for eight months in 2008. Commissioner Buhler taught as an Adjunct Professor of Political Science at the University of Utah from 1990 to 2006, and was a member of the University of Utah Board of Trustees from 1999 to 2000.

Commissioner Buhler served twelve years as an elected official, including two terms as a member of the Salt Lake City Council (2000–2007), and one term as a Utah State Senator (1995–1999). On the City Council he served as Council Chair in 2002 and 2006. In the Senate, he served as Senate Chair of the Administrative Services and Capital Facilities Appropriations Subcommittee and Vice Chair of the Executive Appropriations Committee. He served eight years in state government including four years as Executive Director of the Utah Department of Commerce (1989–-1992) and as a member of the staff of Governor Norman H. Bangerter (1984–1989). He was also an executive in private business with a national testing firm for eight years (1992–2000).

A native of Salt Lake City, Dave received Bachelor of Science degrees in History and Political Science from the University of Utah, a Master of Public Administration degree from Brigham Young University, and a PhD in Political Science at the University of Utah. He is married to the former Lori Goaslind; they are the parents of five children.

KEYNOTE SPEAKER



Deneece G. Huftalin, PhD

President, Salt Lake Community College

Dr. Deneece G. Huftalin was named the eighth President of Salt Lake Community College in September 2014 and feels privileged to have served SLCC students, faculty, and staff for more than two decades.

In her time at SLCC, Dr. Huftalin has worked collaboratively with faculty and staff to strengthen high-impact practices, learning outcomes, and inclusivity initiatives, and has led Collegewide strategic priority and

assessment efforts. Prior to her current role, Dr. Huftalin served as the Interim President, Vice President of Student Services, Dean of Students, and Director of Academic and Career Advising. Before joining SLCC in 1992, Dr. Huftalin held positions at William Rainey Harper College, Northwestern University, the University of Utah, and the Institute for Shipboard Education.

As President, Dr. Huftalin's goals are to significantly increase student completion and transfer rates and to work closely with industry leaders to strengthen SLCC's responsiveness to workforce needs. She is inspired by the Sarah Ban Breathnach quote: "The world needs dreamers and the world needs doers. But above all, the world needs dreamers who do." For Dr. Huftalin, the quote reflects her desire to think big about what our world can be and then to go about making that happen in one's own space. "It's a nice marriage between invention and creativity and the daily work of making the world a better place—really making it better, not just talking about it," said Dr. Huftalin. "You can't just talk about that—you need to roll up your sleeves and do it."

Dr. Huftalin teaches in the Education, Leadership, and Policy program at the University of Utah and serves on a number of community boards and councils including for the Salt Lake Chamber, EDCUtah, YWCA Utah, Utah Campus Compact, United Way of Salt Lake, Sandy Area Chamber, and Women's Leadership Institute. She is also the current presidential sponsor for the Utah Women in Higher Education Network (UWHEN).

Dr. Huftalin and her husband Tim are the parents of two sons, Max and Eli.

Dr. Huftalin earned a bachelor's degree from the University of Utah, a master's degree from UCLA, and a doctorate in Education, Leadership, and Policy from the University of Utah.

Elementary Session Due to high demand we have incorporated additional sessions that are geared towards Elementary or Junior High and Middle School counselors. Those sessions will be marked with yellow for Elementary and red for Jr. High/Middle School workshops.

Jr. High Session



8:15 – 9:00 am	Check-In & Continental Breakfast, College and University Booths
9:00 – 9:30 am	Welcome Welcome by Dr. David L. Buhler, Commissioner of Higher Education, Utah System of Higher Education; Dr. Julie Hartley, Assistant Commissioner for Outreach and Access, Utah System of Higher Education
9:30 – 10:30 am	Keynote Speaker: Dr. Deneece G. Huftalin President, Salt Lake Community College

10:40 – 11:25 am **BREAKOUT SESSION 1**

Recommendations on High School Mathematics Preparation Presented by Liz Hitch, Associate Commissioner for Academic and Student Affairs, Utah System of Higher Education

What math courses make the most sense for students to take for as they are planning their high school schedule especially if they want to be college-ready? The adoption of the Utah Core Standards in Mathematics provided an opportunity for the Utah System of Higher Education (USHE) to examine recommended pathways for high school students intending to enroll in USHE institutions, especially from the perspective of reducing time-to-graduation and increasing retention rates. USHE convened a Task Force consisting of mathematicians and educators from both public and higher education to consider this issue. The recommendations of the Task Force as affirmed by the State Board of Regents and State Board of Education will be presented in this session. Time for questions and discussion will be provided.



What's New with the Utah Scholars Initiative

Presented by Christie Fox, PhD, Director, Utah Scholars and Completion Initiatives, Utah System of Higher Education; Erika Norton, Utah Scholars Program Specialist, Utah System of Higher Education

Think you know Utah Scholars? Think again! We'll be talking about several of our new initiatives focused on increasing the number of students who hear from Utah Scholars and the frequency with which they hear that message. We'll be highlighting the Utah Scholars new look and logo, the 10th grade program, our summer (now year-round) texting program, and the new volunteer recruitment process. Come hear about how we help support your students. This session is appropriate for counselors at new and returning Utah Scholars schools.

Regents' Scholarship 101

Presented by Carrie F. Beckman, Scholarship Manager, Utah System of Higher Education

This session will cover the basic requirements of the scholarship, review the application process and resources available for students. If you are a new counselor, or are not familiar with the scholarship this session is for you.

Access U: Simplifying the transfer process from Salt Lake Community College to the University of Utah

Presented by Nancy Singer, PhD., Assistant Vice President for Student Planning & Support, Salt Lake Community College; Matt López, Director, Office of Admissions, University of Utah

Salt Lake Community College and the University of Utah have a strong history of partnerships for student success. The two institutions have come together to create a transfer pathway called Access U. This program is a distinctive academic dual admissions agreement that will help accomplish the missions of both institutions.

ROOM KEY:



Finding the Right College: How to find what's right for you

Presented by Joseph Curtin, Ph.D., Assistant Commissioner, Institutional Research & Analysis, Utah System of Higher Education; Laura Zemp, Research Analyst, Utah System of Higher Education

Students have access to many resources to help them make decisions about college. This session will demonstrate how to access USHE and national, interactive data sets that will help students choose a college and estimate their cost of attendance and job opportunities. Web sites visited will include USHE data pages, College Navigator, and Net Price Estimator.



Empowering Underrepresented Students through Parental Engagement

Presented by Camille Odell, Director, USU School Counselor Education Program; Nancy Karpowitz, Secondary Counselor Specialist, Jordan School District; Susan Maughan, Counselor, Cache County School District; Susana Amezcua, Counselor, SLC School District; Annette Whitaker, Counselor, Box Elder School District; Jordan School District Cone Counselors

You will leave this workshop with ready-to-implement Action Plans developed to mitigate barriers to college and career readiness for underrepresented students. Emphasis is on parental involvement. Representing four Utah school districts, presenters are in-the-trenches counselors who have completed USU's College and Career Readiness course, funded by the StepUP grant.

11:35 – 12:20 pm

BREAKOUT SESSION 2

Using the New StepUpUtah.com and Social Media to Engage Students and Parents Presented by Maureen Brakke, Communications Specialist, Utah System of Higher Education; Bryan Lee, Web Content Specialist, Utah Higher Education Assistance Authority

This summer, USHE launched the new StepUpUtah.com, which contains great academic and financial college preparedness resources and Utah college information for students, parents, and educators. Learn how to easily incorporate content from StepUpUtah.com into engaging social media posts for your students and their parents. We'll also highlight new features of StepUpUtah.com and familiarize you with how you can make the new website a home base for your college awareness and preparedness education.



Five Things Parents Still Need to Know About College

Presented by Christie Fox, PhD, Director, Utah Scholars and Completion Initiatives, Utah System of Higher Education

This session will update last year's "Five Things Parents Need to Know" by streamlining the process and focusing on the resources available on the new StepUpUtah.com website. Parents are key to the college process, but so many of them feel overwhelmed and powerless in the face of changing requirements and rising tuitions. In this session, we will focus on ways to help parents feel empowered and work as partners with you and their child in the college process. The StepUpUtah.com website has resources for parents regardless of their child's age and more are coming!

Regents' Scholarship: Empowering Students Throughout the Application Process Presented by Carrie F. Beckman, Scholarship Manager, Utah System of Higher Education

This session will include information about the new online scholarship portal students will use to apply for the scholarship. It addition we will discuss best how you can encourage students to take responsibility regarding their goal to be a Regents' Scholarship recipient.

College and University Panel

Presented by Dixie State University, Utah Valley University, Weber State University

Representatives from Utah's colleges and universities will share information related to school programs, admissions, and more. This session will be a moderated Q&A session.

FAFSA Intervention Strategies; Getting Parents and Families on Board Presented by Michelle Riddle, Community Outreach Officer, Utah Higher Education Assistance Authority; Tino Diaz, Community Outreach Officer, Utah Higher Education Assistance Authority

Successful FAFSA completion involves the whole family. Come hear about interventions and strategies for maximizing parent involvement to make this your best FAFSA season ever.



Family-Based Approach to Prevent Risk and Build Healthy Futures for LGBT Students Presented by Caitlin Ryan, PhD, ACSW, Director of Family Acceptance Project, San Francisco State University

The Family Acceptance Project (FAP) has developed the first evidence-based family approach to prevent risk and promote well-being for LGBT children and youth. This session will discuss FAP's approach to help ethnically and religiously diverse families to support LGBT students, including resources and strategies to prevent risk and build healthy futures.

12:20 - 1:00 pm

Lunch, Informal Networking, College and University Booths

1:00 – 1:45 pm

BREAKOUT SESSION 3

Using the New StepUpUtah.com and Social Media to Engage Students and Parents Presented by Maureen Brakke, Communications Specialist, Utah System of Higher Education; Bryan Lee, Web Content Specialist, Utah Higher Education Assistance Authority

This summer, USHE launched the new StepUpUtah.com, which contains great academic and financial college preparedness resources and Utah college information for students, parents, and educators. Learn how to easily incorporate content from StepUpUtah.com into engaging social media posts for your students and their parents. We'll also highlight new features of StepUpUtah.com and familiarize you with how you can make the new website a home base for your college awareness and preparedness education.



Empower Your Students and Parents Through Afterschool Programs Presented by Emilie Holdaway, Professional Learning Systems Coordinator, Utah Afterschool Network; Kathleen Maag, Out-of-School Time Specialist, Utah Afterschool Network

Afterschool programs play a large role in evidence based predictors for students post-school success. Find out how you can work with afterschool programs to connect and empower parents and students to reach ultimate success after graduation.

The Pursuit of Higher Education for Utah's Undocumented Students

Presented by Richard Diaz, SLCC; Yudi Lewis, UVU, Jon Puente, SUU; Isael Torres, WSU; Rene Hernandez, USU; & Feleti Matagi, UU; moderated by Maria Martinez, Utah System of Higher Education

With the increasing number of undocumented students entering Utah's K16 pipeline each year it becomes exceedingly important to understand federal and state policies which affect their access to higher education. Senate Bill 253 was introduced and passed this legislative session and now allows for undocumented students to be eligible for privately funded scholarships at all USHE institutions. Join the Undocumented Student Access and Success Committee for a panel discussion on this and other recent changes, also information on how to continue to support undocumented students in their pursuit of higher education.

College and University Panel

Presented by Southern Utah University, Utah State University, University of Utah

Representatives from Utah's colleges and universities will share information related to school programs, admissions, and more. This session will be a moderated Q&A session.

ROOM KEY:



UHEAA's FAFSA Completion Database: Understanding how to use this resource with FAFSA completion intervention

Presented by Stephen Rogers, Outreach Manager, Utah Higher Education Assistance Authority

UHEAA has created a FAFSA Completion Database that is available to LEAs and educators in Utah. This session will focus on how to access and utilize this resource and craft FAFSA completion intervention strategies for students.

Family-Based Approach to Prevent Risk and Build Healthy Futures for LGBT Students Presented by Caitlin Ryan, PhD, ACSW, Director of Family Acceptance Project, San Francisco State University

The Family Acceptance Project (FAP) has developed the first evidence-based family approach to prevent risk and promote well-being for LGBT children and youth. This session will discuss FAP's approach to help ethnically and religiously diverse families to support LGBT students, including resources and strategies to prevent risk and build healthy futures.

1:55 – 2:40 pm



Elementary

Session

BREAKOUT SESSION 4

Utilizing School Events to Educate Parents About Saving for College Presented by Scott Pettett, Interim Outreach Manager, Utah Educational Savings Plan

This session will provide participants with a brief overview of the Utah Educational Savings Plan (UESP), Utah's official nonprofit 529 college savings program; how parents can save for future higher education expenses; and how UESP's marketing efforts can help counselors begin the conversation with parents about saving for college.



Secondary Mathematics: Building Success for College and Career Readiness Presented by Joleigh Honey, Secondary Mathematics Specialist, Utah State Office of Education

Join us as we discuss secondary mathematics course progressions and how course taking patterns impact student options for college and career readiness. Information will be provided regarding the mathematics competency bill, course progressions (including Concurrent Enrollment), and include time for questions and answers at the end.

College and University Panel

Presented by Snow College, Salt Lake Community College

Representatives from Utah's colleges and universities will share information related to school programs, admissions, and more. This session will be a moderated Q&A session.

Utah College Application Week: How To Create Supportive Programming for College Admissions Processes

Presented by Heidi Doxey, Utah College Application Week Program Manager, Utah System of Higher Education

Utah College Application Week is designed to increase the number of first-generation and low-income students who enroll in college by helping seniors navigate the college admissions process, ensure participating students submit at least one viable college application, and registers for an FSA ID. In two years Utah has expanded from eight to 77 participating high schools. Join our session to learn about this exciting, low cost, high impact initiative and how you can get involved.

ROOM KEY:



The Pursuit of Higher Education for Utah's Undocumented Students Presented by Richard Diaz, SLCC; Yudi Lewis, UVU, Jon Puente, SUU; Isael Torres, WSU; Rene Hernandez, USU; & Feleti Matagi, UU; moderated by Maria Martinez, Utah System of Higher Education

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2:50 – 3:35 pm



BREAKOUT SESSION 5

Family Culture as College Readiness: How the whole family can prepare a child for post-secondary studies

Presented by Matthew Smith, Partnership Director, College Readiness and Completion, United Way of Salt Lake

Students going to college are academically and socially prepared for the journey, but how prepared are family members to provide support and encouragement during this launch into adulthood? How can we serve our students and families to achieve success during this challenging transition? What are best practices and how do we know if we are being effective?

College and University Panel

Presented by Brigham Young University, LDS Business College, Westminster College

Representatives from Utah's colleges and universities will share information related to school programs, admissions, and more. This session will be a moderated Q&A session.

Rethink Education: Finding the Right Pathway Toward Successful Careers Presented by Jared Haines, Vice President of Student Services and Instruction, UCAT; Mark Middlebrook, Director of Marketing, MATC; Ellen Lange-Christenson, Vice President of Student Services and Marketing, TATC; Earnest Cooper, Student Recruiter, DATC

Come discuss with Utah College of Applied Technology (UCAT) representatives the advantages of determining the best pathway that leads to successful careers by identifying first a career goal, then pursuing the education required for that position. Student debt can be significantly reduced by earning a certificate that gives students meaningful employment and experience as they continue on to higher career and educational goals. If continuing on with further education is the student's goal, they can do so with a great job and good income to help offset future tuition costs. Four year or above degrees do not always equate to higher salaries; many certificate holders earn more than those with degrees. Come find out why it's time to "rethink EDUCATION" and why enrolling at a UCAT campus should be part of your pathway.



Creative Strategies: Reimagining College Readiness Programs for Younger Students (K-8) Presented by Utah System of Higher Education

Learn how college readiness programs can be reimagined and reinvented for younger grades. Hear about programs throughout the state that, through innovate thinking, have brought college readiness to students in elementary and junior high school.

USHE Conference for School Counselors and Administrators Friday, September 11, 2015



Thank you for taking a moment to answer the following questions. Any information you provide is confidential.

Please mark your type of organization:			
Junior/Middle School	High School	Institution of Higher Education	
District Office	Utah State Office of Education	Access & Outreach Program	
Other (Please specify):			
Please identify your position:			
School Counselor	School Administrators (Principal, Vice Principal, etc.)		
Public Education Administrator	Financial Aid Administrator	Financial Aid Administrator/Staff	
Higher Education Administrator/Staff	Other (Please specify):		

How would you rate the sessions you attended?

Keynote: Deneece G. Huftalin, PhD

I would rate this session as:

 \square Poor \square Fair \square Neutral \square Good \square Excellent

Comments:

Breakout Session 1

I attended the following session:

- Recommendations on High School Mathematics Preparation
- Ukhat's New with the Utah Scholars Initiative
- Regents' Scholarship 101
- Access U: Simplifying the transfer process from Salt Lake Community College to the University of Utah
- □ Finding the Right College: How to find what's right for you
- Empowering Underrepresented Students through Parental Engagement

I would rate this session as:

Poor Fair Neutral Good Excellent

Comments:

Breakout Session 2

I attended the following session:

- **I** Using the New StepUpUtah.com and Social Media to Engage Students and Parents
- Five Things Parents Still Need to Know About College
- Regents' Scholarship: Empowering Students Throughout the Application Process
- □ College and University Panel: Dixie, UVU, WSU
- □ FAFSA Intervention Strategies: Getting Families on Board
- D Family-Based Approach to Prevent Risk and Build Healthy Futures for LGBT Students

I would rate this session as:

🗅 Poor 🗅 Fair 🗅 Neutral 🗇 Good 🗇 Excellent

Comments:

Breakout Session 3 (check one):

I attended the following session:

Using the New StepUpUtah.com and Social Media to Engage Students and Parents

Please only evaluate the session(s) you attended.

- $\hfill\square$ Empower Your Students and Parents Through Afterschool Programs
- Engaging Parents Through Social Media
- The Pursuit of Higher Education for Utah's Undocumented Students
- College and University Panel: SUU, USU, UU
- UHEAA'S FAFSA Completion Database: Understanding how to use this resource with FAFSA completion intervention
- □ Family-Based Approach to Prevent Risk and Build Healthy Futures for LGBT Students I would rate this session as:
- □ Poor □ Fair □ Neutral □ Good □ Excellent

Comments:

Breakout Session 4

I attended the following session:

- Utilizing School Events to Educate Parents About Saving for College
- Secondary Mathematics: Building Success for College and Career Readiness
- College and University Panel: Snow, SLCC
- Utah College Application Week
- □ The Pursuit of Higher Education for Utah's Undocumented Student

I would rate this session as:

Poor
 Fair
 Neutral
 Good
 Excellent

Comments:

Breakout Session 5

I attended the following session:

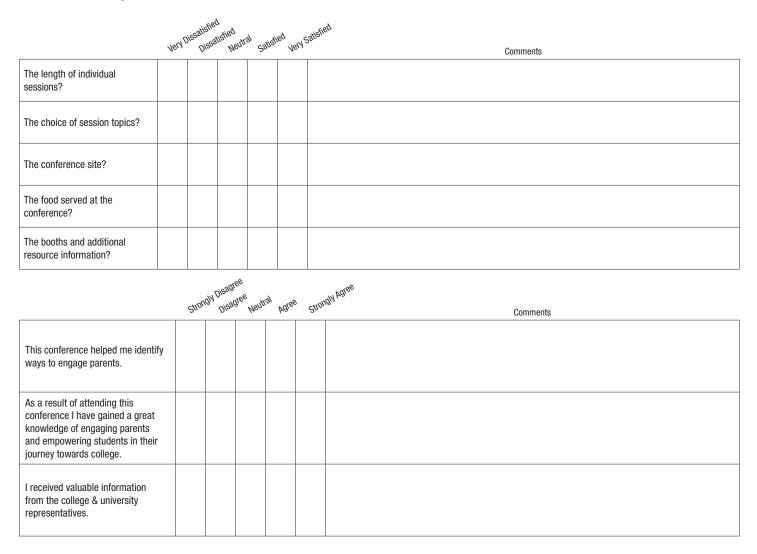
- Family Culture as College Readiness: How the whole family can prepare a child for post-secondary studies
- College and University Panel: BYU, LDSBC, Westminster
- Utah College of Applied Technology
- Creative Strategies: Reimagining College Readiness Programs for Younger Students (K-8)

How satisfied were you with:

I would rate this session as:

Der Poor Fair Neutral Good Excellent

Comments:



What are the major take aways from this conference?

What would you change about the conference to make it more useful to you?

What trainings or workshop topics would you like to see in the future?

NOTES





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