

# THE MACAC MUSE



## A Note from the President

*Gretchen Parks, MACAC President*

If you're anything like me, your calendar is quickly filling up with programs, appointments, college visits, fairs, meetings and a variety of other activities for the start of a new school year. The slower pace of summer seems like a distant memory already!

Your Michigan ACAC has been busy this summer planning professional development programming and advocating for our profession in the legislature. Our goals for the school year include:

- Expanding the awareness of Michigan ACAC
- Increasing involvement of secondary school counselors
- Reaching out to our retirees to keep them active within our profession
- Become the source for admission information in Michigan
- Partner with organizations that share our mission

I invite you to take an active role in our ACAC. There are lots of ways to get involved with your professional association that don't require huge chunks of time. Take a look at our calendar of events. Attend an event. Check out the Help Wanted section of this newsletter for one-time volunteer needs. Better yet, volunteer to work on a committee. It's a fun way to meet new colleagues, connect with those you know and work for our students at the same time!

It looks to be another busy year for college admissions. I hope you find the time to join us as we work towards our goals for the year. Perhaps we'll meet at Promoting the Publics on Sept. 12 in East Lansing, at the National Conference in Indianapolis Sept. 18-20 (this is a close one so no need for a flight!), at an ACT or College Board Update, a college fair or a MACAC sponsored program.

## The 30 greatest College Counseling Web Sites and Apps Ever!

MACAC's Professional Development Committee will start the year off with a bang, as we return to Promoting the Publics to present over 500 high school counselors an amazing array of technological assistance.

This year's program will show you 30 lesser-known Web sites and smartphone apps that can reach your students as nothing else can. More low-income students can be reached through smartphones than the Internet, and almost no teenager reads e-mail anymore. We'll be presenting at PTP at 1:00, right after lunch...

... and be sure to stick around for the end, when a MACAC Annual Conference Registration will be raffled off. You must be present to win—thanks to College is Yours for donating the registration.

See you there!

## Questions and Answers on Counselor Training in College Counseling

*Patrick O'Connor*

MACAC's Government Relations Committee continues to watch the progress of Senate Bill 902. Introduced in March, SB 902 asks all new school counselors working with students in grades 6-12 to demonstrate proficiency in college counseling in the first three years of their careers. This proficiency would be demonstrated one of three ways:

1. Counselors would show proof of completing a 45 clock hour course in college counseling as part of their graduate school training.
2. Counselors would pass a proficiency exam in college counseling.
3. Counselors would show proof of completing a 45 clock hour course in college counseling as part of their continuing education studies in the first three years of work.

This bill has raised some questions, which in turn have created some confusion. These questions and answers are designed to address some of those issues.

**Q: Does this bill impact current school counselors?**

**A:** No. School counselors who have already worked in a school would not have to comply with the regulations in this bill.

**Q: Who would?**

**A:** Any counselor beginning their employment as a school counselor in grades 6-12 after the bill is signed into law and enacted.

**Q: Would graduate school programs have to offer this course, or change their existing courses?**

**A:** No. The college counseling courses already offered in graduate programs may meet the standards established by the superintendent once the bill becomes law. Even if they don't, graduate programs don't have to change anything; school counselors can meet the requirement by taking the proficiency exam, or by taking an approved college counseling class as part of their professional development on the job, which is already required by law.

**Q: Are many of these courses available now?**

**A:** There are many ways available to complete a course in college counseling—through some graduate programs, through the Michigan College Access Network, through professional development opportunities, through online programs, and soon, through the American School Counselor Association. The superintendent's office would have to determine the standards for an approved course, but given the interest in this topic, it's fair to say a wide variety of opportunities would be available to demonstrate the proficiency by completing a class—and taking the proficiency exam is always an option.

**Q: What would this cost to implement?**

**A:** Very few new dollars, if any. If a counselor met this proficiency by taking a course in graduate school, the cost of that course would be covered by tuition currently spent on an elective class in graduate school. The same is true for professional development; since school counselors already have to complete courses to meet this requirement, they would simply pay to take this course in lieu of another course.

Colleges or professional development programs wanting to create or modify a college counseling class already have money in their budgets for curriculum development, and the costs of offering the class are covered by tuition. The Department of Education may have to spend some funds developing the proficiency exam, but there are several models already available that would minimize the costs involved.

## Questions and Answers on Counselor Training in College Counseling, Continued

*Patrick O'Connor*

**Q: Is there a real need for this course?**

**A:** Recent surveys by Public Agenda and the Gates Foundation show that a high number of students and parents feel the college advice students received in high school was fair or poor. Surveys by The College Board show many counselors feel they need more training in college counseling; this conclusion has been confirmed in the recommendations of a recent report on college counseling in Michigan by the Joyce Ivy Foundation, which concludes that the quality of college advising in Michigan has changed little in the last six years.

**Q: Aren't there other factors contributing to the quality of college counseling?**

**A:** There is no question that most school counselors have more students on their caseloads than they can reasonably serve, and many counselors are required to engage in duties that have nothing to do with school counseling. At the same time, counselors completing a course in college counseling say that the information they've received have allowed them to use their time more effectively, and offer better college advice and programming even when their caseloads are large. In some cases, this improved service has caught the eye of a school administrator, who has reduced the counselor's other duties as a result. SB 902 doesn't solve every challenge school counselors face, but it provides an important part of the answer.

## Membership Committee Update

*Danielle Beller and Dena Russell*

Welcome to 2014-2015 academic year! Have you renewed your MACAC membership yet? If not, we would love to get you back on board so you don't miss the exciting year ahead!

There are 2 ways to renew your membership:

1. If you are the institutional rep for your institution, you can renew online at [www.macac.org](http://www.macac.org) by logging in (on the bottom of the screen). Click "here" within the Institutional Reps box to make membership changes online and pay online or by check.
2. Request a renewal form at [admin@macac.org](mailto:admin@macac.org) and we will email you a personalized membership form that you can print, update and mail or fax to us.

Whichever way you renew, we're just looking forward to having you back as a valued MACAC member!

### **The MACAC Membership Committee would like to welcome our newest MACAC Members:**

Saint Mary's University of Minnesota

Stevenson High School (Livonia)

The American University (DC)

Michigan Association for College Admission Counseling

## ANNUAL CONFERENCE

*“Made In Michigan: Pure MACAC”*



SAVE THE DATE!

**MARCH 26-27, 2015**

Radisson Plaza Hotel

Kalamazoo, MI

[www.macac.org/macac-annual-conference](http://www.macac.org/macac-annual-conference)

#MACAC2015

**NACAC**

**National Association for  
College Admission Counseling**  
*Guiding the way to higher education*

*MACAC is an affiliate of the National Association  
for College Admission Counseling and subscribes to  
the Statement of Principles of Good Practice.*

It's no April fool's joke!

The West Michigan

National College Fair is Wednesday, April 1, 2015

DeVos Place, Grand Rapids, MI

Sponsored by National Association for College Admission Counseling (NACAC) and  
Michigan Association for College Admission Counseling (MACAC)

Register for the fair online or print a paper copy at:

[www.nacacnet.org](http://www.nacacnet.org)

### THE MACAC MUSE

MACAC

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## SAVE THE DATE!

### METRO DETROIT NATIONAL COLLEGE FAIR

Sponsored by: National Association for College Admission Counseling (NACAC)  
and Michigan Association for College Admission Counseling (MACAC)

### TWO DAYS! CONVENIENT LOCATION!

MONDAY, MARCH 30  
6:00-8:00 P.M.

TUESDAY, MARCH 31  
8:30 A.M.- NOON

AT  
SUBURBAN COLLECTION  
SHOWPLACE

46100 GRAND RIVER, NOVI MI 48374

#### FREE ADMISSION!

All students are Welcome! Of Special interest for Juniors & their Parents!  
Meet informally with college admission representatives from over 100 colleges!  
Receive professional advice in the counseling center!

FOR MORE INFORMATION CONTACT: PATRICK O'CONNOR  
248.645.3430 OR [POCONNOR@CRANBROOK.EDU](mailto:POCONNOR@CRANBROOK.EDU)

## Help Wanted

NACAC Metro Detroit Fair -

Monday, March 30, 2015 6-8 p.m.

Tuesday, March 31, 2015 8:30 a.m. –  
Noon

### We need lots of volunteers!

- Help us register students for the fair at computer kiosks.
- Help greet buses on Tuesday, March 31.
- Assist with the bus drop-off and pick-up process on Tuesday, March 31.
- Help at the Counseling Center.
- Help facilitate workshop presentations, work with AV, guest speakers, logistics, etc.
- Present a workshop session.

### Please contact:

**Nikole Ford, Assistant Director of  
Enrollment Services**

**Henry Ford Community College,  
5101 Evergreen, Dearborn, MI  
48128**

**313-317-4094**

**[nkford@hfcc.edu](mailto:nkford@hfcc.edu)**

*The Mission of the association mirrors that of the National Association for College Admission Counseling (NACAC) which is to support and advance the work of college admission counseling professionals as they help students realize their full educational potential, with particular emphasis on the transition from secondary schools to higher education and with attention to access and equity for all students. MACAC is committed to maintaining high standards that foster ethical and social responsibility among those involved in the transition process as outlined in the NACAC Statement of Principles of Good Practice.*



# METRO DETROIT

## National College Fair

Monday, March 30, 2015 6-8 p.m.

AND Tuesday, March 31, 2015 8:30 a.m. - Noon

**Suburban Collection Showplace – 46100 Grand River, Novi 48374**

**Attention High School Counselors: You've got the date, now what?**

- Bring a group of students to the fair. Reserve your bus today!**

Contact committee members Dena Russell at [drussell@nmu.edu](mailto:drussell@nmu.edu) or Gwendolyn Mia at [Gwendolyn.mia@detroitk12.org](mailto:Gwendolyn.mia@detroitk12.org) for more information or suggestions on busing students.

- Get the date of the fair on your school-wide calendar.**
- Communicate the date and details** to students and parents through individual meetings with families, local fall college fairs, posters, newsletters, inserts in report cards and websites.
- Consider volunteering** to work in the Counseling Center (many administrators will count it as Professional Development!) Help direct students to booths, provide information on searching for a college, the college application process, ACT/SAT information and other college information resources. See Below.

- **Over 100 Colleges and Universities from Across the Country**
- **Sessions on NCAA Eligibility, Financial Aid, ACT, Paying for College, Minority Opportunities in Higher Ed and more!**
- **Convenient Location – Suburban Showplace Collection**
- **Right off of the I-96 Expressway in Novi**

**Yes, I would like to volunteer at the Counseling Center on March 30 or March 31, 2015**

Name - \_\_\_\_\_

School \_\_\_\_\_

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

**Time Available:**  **March 30 – 6-8 p.m.**  **March 31 – 8:30-Noon**