



# Membership Newsletter

## The leaves are turning and time is flying by

It was great to see all of you who made it to St. Louis. Texas can now also boast two members on the NACAC Board of Directors, Lynn Slaughter and Jeff Fuller will continue to keep Texas on top. NACAC next year moves south to NAWLINS!!!! Let's make plans to meet in the Quarter!!!!

I'd like to give a special SHOUT OUT to our Professional Development Committee co-chaired by Sherry Sunderman and Jennifer Crosthwait. One of TACAC's main goals is to help new counselors learn and develop skills that will help students with their futures. Our Drive-In Workshop events have truly crisscrossed the state and there seems to be a great demand for this activity. Thanks to ACT for partnering with us on these great events. Workshops so far have occurred in East Texas, Houston, Austin, San Antonio and for the very first time in El Paso. I want to thank everyone who gave their time and energy to help facilitate one of these workshops. Without the skills and knowledge of the TACAC membership, none of these workshops would be possible. Thanks also to the educational institutions that gave their employees time off to share their knowledge with other professionals. Please send me any pictures you might have taken.

Austin is starting to "turn on" as the Legislature comes to town again. Please keep your ears and minds open as our elected officials work to make Texas a better place to live and work. I have my fingers crossed.

I have heard rumblings from the Conference Committee about great New Ideas for the conference. April is not that far away; we will travel back to the Metroplex, staying

at the Omni Mandalay for our annual conference. Please mark your calendars for April 3-5, Los Colinas, Texas.

As we spring into action, please consider becoming a volunteer and/or plan to bring students to one of the three NACAC College Fairs in Texas. Houston, DFW and Austin will all host fairs this year. I am not too sure that there are many states who can boast three national fairs!!!! Thanks to all the volunteers and institutions for making these events such a success in our state.

The TACAC Executive Committee is the real group who keeps TACAC running smoothly from year to year. The committee chairs are appointed to the committee for a three year term. Several of these volunteers will cycle off the committee this year. If you are interested in getting more involved in TACAC please let me know what committee you would like to be more involved with. Our Winter Board meeting will be on January 8th on the campus of Southwestern University. Anyone who wants to see what makes TACAC tick please come and join us. The conference planning committee also meets at this time, so this is a great opportunity to get involved in your association.

Happy Holidays from the TACAC Executive Committee.

*Jeff Pilchick*

Westlake High School  
jpilchick@eanesisd.net



## In This Issue

[2011 Conference](#)

[Treasurer's Report](#)

[Membership Report](#)

[Government Relations](#)

[NACAC MemberToMember](#)

[NACAC College Fairs](#)

[Drive-In Workshops](#)

[My College Quickstart Website Review](#)

[Member Profile](#)

[Welcome, New Members](#)

[Noteworthy Notables](#)

[H.E.A.R.T.](#)

[TACAC Member Participation in NACAC](#)

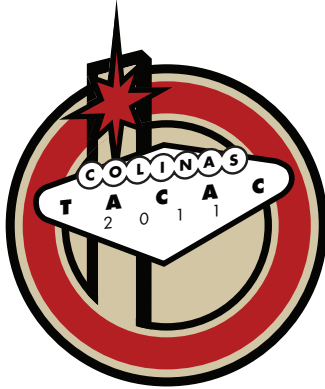


TEXAS ASSOCIATION OF COLLEGE  
ADMISSIONS COUNSELING



Fall 2010, Vol. 2

# TREASURER'S REPORT



*Betting on a Bright Future*

**TACAC 2011**  
**Annual Conference**  
Las Colinas, TX  
April 3-5, 2011

## MEMBERSHIP SUMMARY

**1,429** Regular, Active Members  
**19** Honorary/Complimentary  
Members

**602** College/University  
Representatives  
**36** Two-Year Institution  
Representatives  
**722** Secondary School  
Representatives  
**45** Independent  
Counselor Members  
**9** Retired Members

**882** Represent public  
institutions  
**487** Represent private  
institutions  
**60** Not-for-profit organizations

<b>Expenses:</b>			
<i>Category</i>	<i>Budgeted</i>	<i>Actual</i>	<i>Unexp</i>
Executive Committee	7,500	1,254	6,246
Executive Assistant	26,595	12,848	13,747
Secretary	-	-	-
Treasurer	2,500	560	1,940
Admissions practices	-	-	-
Human Relations	2,500	148	2,352
Government Relations	1,000	-	1,000
Membership	1,100	299	801
Mentorship	1,500	36	1,464
Nominations and Awards	550	398	152
Professional Development	2,500	415	2,085
Publications	-	-	-
Conference	112,000	-	112,000
Ask TACAC	-	-	-
Admission and College Counseling Institute	2,000	1,782	218
Information Support Services	7,000	3,038	3,962
Camp College	6,000	-	6,000
NACAC College Fairs	750	-	750
Transfer of Funds	3,205	-	3,205
Leadership Development Institute	500	-	500
NACAC Conference (if in Texas)	-	-	-
TACAC Fundraising	-	-	-
<b>Totals</b>	<b>177,200</b>	<b>20,779</b>	<b>156,421</b>

<b>Income:</b>			
<i>Account</i>	<i>Budgeted</i>	<i>Actual</i>	<i>To Goal</i>
Interest	200	10	(190)
Executive Committee	-	-	-
Membership Dues	44,000	38,335	(5,665)
Professional Development	-	-	-
conference	92,000	565	(91,435)
Admission and College Counseling Institute	3,500	-	(3,500)
Leadership Development Institute	1,500	100	(1,400)
Sponsors	25,000	-	(25,000)
Transfer of Funds	-	-	-
NACAC Grants	2,000	-	(2,000)
NACAC College Fairs	9,000	-	(9,000)
<b>Totals</b>	<b>177,200</b>	<b>39,010</b>	<b>(138,190)</b>

<b>Account Balances:</b>			
TACAC General Checking Acct		51,929.08	
ACCI Acct		23,427.11	
Bank of America Investment Acct		19,368.29	
<b>Totals</b>		<b>\$193,769.44</b>	



TEXAS ASSOCIATION OF COLLEGE  
ADMISSIONS COUNSELING



Fall 2010, Vol. 2

## Government Relations Update

### SAVE THE DATE!

**On Tuesday, February 8th, TACAC will host its biennial "March on Austin," our biggest advocacy event of the year. Members are encouraged to journey to Austin to meet with legislators on a range of issues that impact the day-to-day lives of our students. Our efforts this year will center around three legislative priorities:**

- i. Require one professional development exercise per year for counselors**
- ii. Require one counselor per school building**
- iii. Require college counseling curriculum in graduate counseling programs**

**Please join us for this important event. These topics are critically important to the students we serve and the state of education in Texas depends on you!**

**Note: You must take a personal day to lobby if you are employee of a public institution. Otherwise you are lobbying as an employee of your institution, potentially grounds for dismissal.**



### Reasons to Join NACAC's MemberToMember community:

- \* Connect with colleagues from all over the world. Looking for an old colleague or mentor? Need to reconnect with a colleague you met at a National Conference or another event? Search for them and reconnect.**
- \* Stay on top of breaking news and ideas to support your day-to-day work in the field of college admission**
- \* Participate in professional discussions in a trusted, secure environment. Passionate about a certain topic dealing with the college admission profession? Create or join a group to discuss your topic further.**



## TEXAS ASSOCIATION OF COLLEGE ADMISSIONS COUNSELING



Fall 2010, Vol. 2



### **Dallas/Fort Worth**

Session I: Thursday, April 14  
6:30p.m. - 8:30p.m.  
Session II: Friday, April 15  
9:00a.m. - 12:00p.m.  
Irving Convention Center at Las  
Colinas  
Irving, TX

### **Houston**

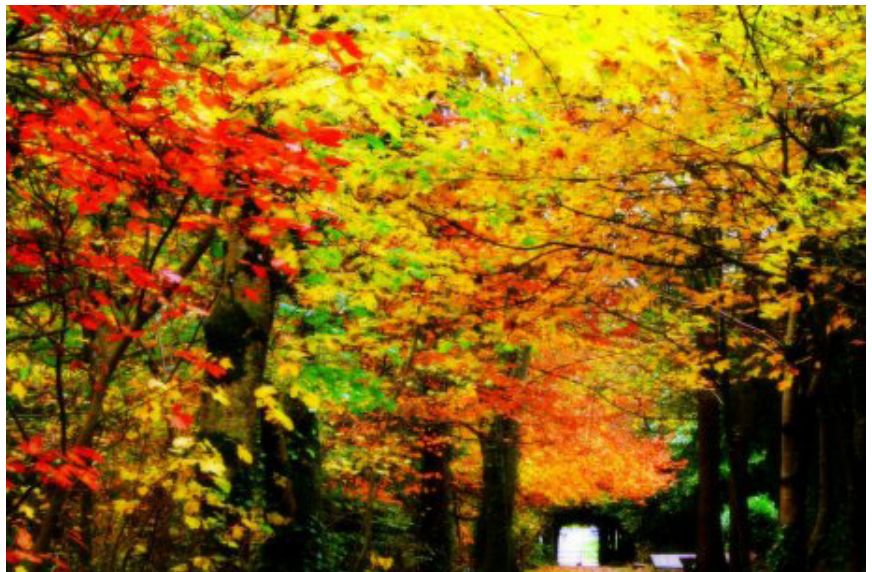
Tuesday, April 19  
Session I: 9:30a.m. - 12:00p.m.  
Session II: 6:00p.m. - 8:00p.m.  
George R. Brown Convention Center  
Houston, TX

### **Austin**

Thursday, April 21  
Session I: 9:30a.m. - 12:00p.m.  
Session II: 6:00p.m. - 8:00p.m.  
Austin Convention Center  
Austin, TX

Over 11,000 students and parents attended the Austin and Houston fairs last year. Now Dallas is added to the mix! The events are free to both students and parents.

College admissions reps need to submit a booth registration application on the NACAC website-[www.nacacnet.org](http://www.nacacnet.org). There are also applications for booth fee waivers available on the website.





# Drive-In Workshops

## A great introduction to TACAC for your colleagues

As a member of TACAC's professional development committee, I am happy to report the following information about our East Texas Region VII Counselor Drive In Workshop held September 16th, 2010 in Kilgore, TX.

Meeting with our passionate TACAC colleagues at the summer Leadership Development Institute in Austin last summer and continuing with the work of our Professional Development Committee members of the LDI led me to promote the 2nd annual East Texas Area Counselor Drive In Workshop at Region VII. The personnel at Region VII fully supported the workshop to continue the work of creating a college going culture in Texas. In addition, attending the TACAC conference in Houston last spring was key in bringing in our guest speakers for the Region VII Counselor Drive In Workshop.

A phone call and an e-mail was all it took to form our list of knowledgeable, gifted, and animated guest speakers who came from afar to present to our audience on an array of topics. Mrs. Bonita Peebles, Assistant Director of Pre-College Success, of TG in Round Rock, Tx presented a session on Financial Aid and the changes that are coming with this year's FAFSA. Mr. Michael Marshall, Associate Director of Admission, at Texas Christian University spoke of the importance of mentoring in our profession and presented the dynamics of Camp College, its opportunities, and future plans to track the students who attend this important summer camp. Mr. Mickey Saloma, Director of Undergraduate Recruitment at the Bobby B. Lyle School of Engineering at Southern Methodist University, spoke about the opportunities in the field of Engineering, some personal research he has done in this field, and what characteristics to look for in students we guide who may be successful in engineering careers. Celia Tucker, Lead Counselor for the Tyler Independent School District spoke on the topic of Life After High School. Adding her personal experiences, pictures of her daily work with students, and popcorn while we viewed her power point "movie", reminded us that we can encourage, promote, and inspire our students to dream big, set goals, and go for the gusto that life has to offer our students. All of the speakers were informative, interesting, and enjoy the work that they do.

ACT representative, Sue Wheeler, sponsored the lunches for the workshop, presented new information on ACT initiatives, and awarded door prizes. The workshop ended with a drawing for a FREE 1 YEAR MEMBERSHIP to TACAC from the counselors who attended. The winner was Mary Alice King, Counselor from Edgewood ISD. Thank you TACAC for providing the framework to promote higher education and build bridges across the state with such fantastic personalities.

Pamela G. Rodriguez  
Advisor, College & Career Center  
John Tyler H.S.



**My experience at the workshop was very positive. I have served as the lead counselor, specializing in the college bound student, for nearly a decade, while serving here at Bel Air High School. I try to approach every day with the attitude of learning as many new things as I can, which is the attitude I approached TACAC with. I have had the notion of joining TACAC and/or NACAC for some time. The workshop provided me with the opportunity. I do wish to become involved as much as possible, to include attending and participating in the conference, workshops, and the like.**

**My problem is time. I work too many hours, officiate high school and small college football, and I do enjoy spending time with the family. However, I do believe I hold a passion for helping my students achieve their college dreams and goals, and I am willing to do whatever is necessary. Anyway, I do look forward to participating in TACAC, and gaining as much knowledge as possible, and am also looking forward to the networking opportunities that should present itself.**

**Thanks for the reception, it is much appreciated.**

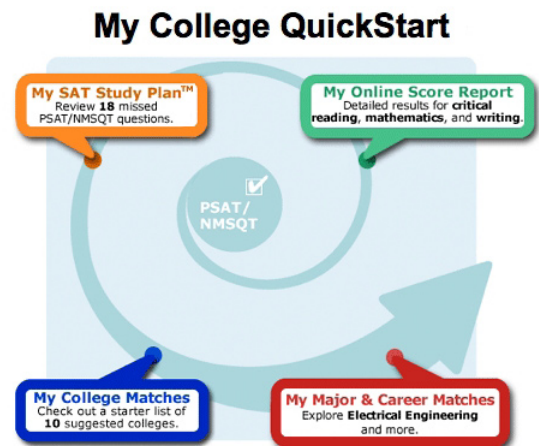
**James Coblentz, M.Ed.  
Counselor  
Bel Air High School**



## MY COLLEGE QUICKSTART: USER REVIEW BY ALLYN SCHMUCKER

My College QuickStart, a service of The College Board available to students who have taken the PSAT, provides an array of resources to the student, the parent, and the counselor. Services range from the review of the questions offering detailed information about each PSAT question to a projected future SAT score range. Practice questions for the SAT are also part of My College QuickStart. For those whose high schools do not have access to Naviance, students can do quite a bit on this website from taking a personality test to finding majors, colleges and career fits. The student can navigate through QuickStart to begin the college search process with real and accurate information.

One feature that I really like for my students is the detailed information provided from the actual PSAT. Students can learn about their strengths and areas of improvement based on their answers on the PSAT. A detailed analysis is provided to the student giving specific areas of improvement. How does the student access this information? Once a student takes the PSAT, a number is assigned on the paper score report. The student can then register at his/her convenience on line to review in detail the test results. Each student receives his/her test so he/she can carefully evaluate areas of deficiency. In addition to the detailed test results in critical reading, math, and writing, the student can then go back to determine if the answer is wrong because of timing, really not understanding the actual question or concept, or just because of a careless mistake. **For those students who are self motivators or for those who cannot afford test preparation, My College QuickStart provides a wealth of information to the test taker at no additional cost to the student.** After reviewing the information from the actual test, the student can then access hundreds of practice questions.



How does this help the counselor? My College QuickStart provides detailed information about the test results in critical reading, math and writing skills. The counselor has the ability to share comprehensive information about the testing with the parent or a teacher in addition to the student. The website is a great beginning to the college search process, getting the student involved and excited about exploring colleges and post-secondary options. My College QuickStart is just that. The name says it all.

<http://www.collegeboard.com/student/testing/psat/quickstart.html>

*Allyn Schmucker is Director of Guidance at Yavneh Academy of Dallas.*

Have you had a great experience with a website you use in your daily work? Is there a site that you find only part of its functionality useful? Contact Jeff Mayo at [jeff.mayo@utsa.edu](mailto:jeff.mayo@utsa.edu) with your idea for a website review.



# TACAC MEMBER PROFILE

## *Christian Backstrom*



### Member Profile:

**Name:** Christian Backstrom

**Title/Position:** Assistant Director - Freshman Admissions

**School:** University of Houston

**Location:** Houston, Texas

**Number of years in TACAC:** 3

### *Why are you a member of TACAC?*

I am a member of TACAC because of the professional and personal connections it affords its members. Not only have I been able to take advantage of learning from others in my profession, but I've also been able to make lifelong friends out of people who share my same educational values.

### *What TACAC programs have you taken advantage of and why?*

I love the TACAC conference every year because it gives members a chance to network and share best practices.

### *What impact does TACAC have on your professional life?*

Being a member of TACAC for two years and then a chair of the Houston NACAC Fair committee has stretched me professionally. It has allowed me to gain new strengths and has given me more opportunities for professional growth.

### *How does your being a member of TACAC help your students?*

The government relations committee keeps TACAC members up to date on state and government policies that affect students. The mentorship committee allows you to learn from those who have been in the profession and know what works with students. Just getting to know professionals from different high schools and colleges gives you a wealth of knowledge to pull from and bounce ideas off of.

### *Any additional thoughts you would like to add?*

Join today and get involved!





# TACAC WELCOMES 274 NEW MEMBERS THIS ACADEMIC YEAR

We are ecstatic to welcome 274 new members to TACAC since August! Just from the time since the first newsletter of the fall in September, 41 of our colleagues have joined our organization to better serve their students and grow professionally. From all of our members, welcome to TACAC and we hope to see you at our spring events and conference!

## New Members

LaBryant Benjamin - South Houston High School, Pasadena

Dana Bushong - Hutto High School, Hutto

William Carter - Texas A & M University-Kingsville

Aura Cazares - University of Texas Pan American, Edinburg

Melissa Cavazos - Northwood University, Cedar Hill

James Coblenz - Bel Air High School, El Paso

Priscilla Culver - Galveston College, Galveston

Luisa del Rosal - Southern Methodist University,

Dallas

Alyse DeSoto - Concordia University Texas, Austin

Edward Downing - Northwood University, Cedar Hill

Erin Eidson - Concordia University Texas, Austin

Melanie Epp - The Clariden School, Denton

Willie Mae Franklyn - Milby High School, Houston

Molly Haffner - Fossil Ridge High School, Keller

Charlyn Harrel - Gilmer ISD, Gilmer

Arlene Hernandez - Manvel High School, Manvel

Eric Jackelen - Rouse High School, Leander

Pam Joiner - Rains High School, Pickton

Michael Kaprelian - Plano West Senior High School, Plano

Leslie Killian - University of Houston Bauer College of Business, Houston

Ayvon King - Duncanville High School, Duncanville

Mary Alice King - Edgewood High School, Edgewood

Stewart Lampe - University of British Columbia, Vancouver Canada

Joe Lopez - Northeastern University, Boston MA

Sabrina Lunin - George Mason University, Fairfax VA

Kayla Maddox - Northwood University, Cedar Hill

Hill

Jane Manley - Bishop TK Gorman Regional

Catholic School, Tyler

Shayna Markham-Brown - Dallas ISD - John Leslie

Patton Jr. Academic Ctr., Cedar Hill

Joe Martinez - Harlingen CISD

Mayra Martinez - University of Texas Pan

American, Edinburg

Amanda Necessary - Belton High School, Belton

Becky Pope - Sealy High School, Sealy

Shirley Reich - Hutto High School, Hutto

Amanda Smith - Woodlands Preparatory School, The Woodlands

Dee Dee Stafford - Putnam City North High

School, Oklahoma City OK

Laura Schuler - Belton High School, Belton

Alyssa Stevens - Global College of Long Island University, Brooklyn NY

Kara Tappendorf - Hutto High School, Hutto

Barbara Tellis - Duncanville High School, Duncanville

Chandra Vallie-Yarber - College ASAP, LLC, Missouri City

Keri Vasek - Concordia University Texas, Austin



# Noteworthy Notables

## New Jobs / Promotions



- Demetra Durham recently accepted the position of Associate Director of Admissions at Texas A&M University - Commerce.
- Richard Villa was rehired as the school counselor for The School for the Talented and Gifted at Townview after working at an elementary school in GCISD.
- Kim Rose, married this summer, is now Kim West and accepted the position of Director of Guidance with Rockwell ISD.
- Steven F. Austin State University has promoted four employees in their Admissions Office:
  - Kimberly Lower, Associate Director
  - Ryan Horne, Senior Admissions Counselor
  - Jessica Maynard, Assistant Director
  - Sharon Swindell, Assistant Director
- Rice University welcomed the following people to their staff this fall:
  - Daniel Warner, Director of Admissions
  - Nikki Chun, Associate Director
  - Elsie Cheyenne Mate, Assistant Director of Admissions
  - Mary Draper, Admissions Counselor
  - Elizabeth Orr, Admissions Counselor
  - Langston Ross, Admissions Counselor
  - Jessica Johnston, Admissions Counselor
- Rice University also promoted the following employees
  - Brandon Mack, Assistant Director
  - Jessica Story Harris, Assistant Director



## Married

- Sandy Speed, Dean of Admission and Financial Aid at Schreiner University, married Dr. Frank Stafford of the UT Health Science Center - San Antonio.

## Additional Newsworthy Notables

- Jay Evans received an Honorary Doctorate of Humane Letters at the 2010 Austin College graduation ceremony. In November, the Austin College Alumni Board honored Jay with the Service to Alumni Award.





TEXAS ASSOCIATION OF COLLEGE  
ADMISSIONS COUNSELING



Fall 2010, Vol. 2

## A GREAT PROGRAM, I CROSS MY **H.E.A.R.T.**

**T**he heart is a muscular organ that is responsible for pumping blood throughout the blood vessels by repeated, rhythmic contractions. In an analogous way, we as college admission counseling professionals are similar to a heart in that we (the heart) pump information throughout the country to prospective students and families (the blood vessels). In order to sustain a healthy heart, one must condition and train it properly.

**W**ith that in mind, the HEART Series is a sure-fire way to strengthen and exercise your knowledge and expertise in the college admission counseling realm. Whether you've been in profession since the Civil War or you've just recently come on board, the HEART Series allows professionals all across the experience spectrum

to share their insight and input—and everyone's opinion will be truly valued.

**T**he Heart Series professional round table discussion will be held Friday, December 10 from 11 a.m. to 2 p.m. in the Dee J. Kelly Alumni Center (located at 2820 Stadium Drive, Fort Worth, 76129) on the TCU Campus. If you are interested in participating, please complete the online registration form by Friday, December 3rd. Also, since the program is all about you, we ask that you provide a list of 3-5 topics that you would like to address during the meaningful discussions. If you are not able to

make it please look for our Houston area Heart Series in the early spring of 2011.

For more information contact:

Demetra Durham  
Michael Marshall  
Email: [m.marshall@tcu.edu](mailto:m.marshall@tcu.edu)





## TACAC Members Making a National Splash!

**We're proud to note that TACAC members are making a difference at the national level. Congratulations to the following TACAC members for their work. We'd like to see more names here next year – grab a colleague and get involved!**

### NACAC Directors and Committee Members

**Jeff Fuller**  
University of Houston  
Director, NACAC Board of Directors

**Gay Lynn Hayes**  
Athens High School  
NACAC Current Trends and Future Issues Committee Member

**Nancy Fomby**  
The Episcopal School of Dallas  
NACAC Governance and Nominating Committee Member

**Heath Einstein**  
The Hockaday School  
NACAC Government Relations Committee Member

**Paul Weaver**  
Plano Independent School District  
NACAC Membership Committee Member

**Mark Geismann**  
Saint Thomas High School  
NACAC Professional Development Committee Member

### 2010 NACAC Conference Presenters

**Lisa Ball, L.V. Berkner High School, Effective Communication in the Recruitment and Admission of International Students**

**Gwen Bergman, The Awty International School, Effective Communication in the Recruitment and Admission of International Students**

**Eric Maloof, Trinity University, Effective Communication in the Recruitment and Admission of International Students**

**Donald Kamentz, YES Prep Public Schools, Come Fly With Me: Making the Most of a Counselor Visit Program and A Balanced Approach to Advising First-Generation, College-Bound Students**

**Suzanne Petrusch, St. Mary's University, Declared: What Student Choice Lists Tell Us and How the Lists Are Changing**

**Nan Davis, Austin College, Selling Our Souls? The Ethical Dilemmas Surrounding the Commercialization and Marketing of College Admission**

**Carol Wasden, The Hockaday School, They Ask; Who Tells? Disciplinary Reporting Practices and Philosophies**

**Loyce Engle, Cedar Park High School, They Ask; Who Tells? Disciplinary Reporting Practices and Philosophies**

**Laura Ross, St. Stephen's Episcopal School, They Ask; Who Tells? Disciplinary Reporting Practices and Philosophies**

**Stephanie DuPaul, Southern Methodist University, Getting Down To Business**

**Arthur Ortiz, University of St. Thomas, New Trends in the Homeschool Market**

**Abbey Griffin, All Saints' Episcopal School, A Tale of Three Classes: Three Novel Ways to Offer College Counseling Instruction**

**Alan Ramirez, Southern Methodist University, A Tale of Three Classes: Three Novel Ways to Offer College Counseling Instruction**

**Kristin Vaughn, Fort Worth Country Day School, A Tale of Three Classes: Three Novel Ways to Offer College Counseling Instruction**

**Julia Ando, Fort Worth Country Day School, A Tale of Three Classes: Three Novel Ways to Offer College Counseling Instruction**