College Knowledge for Counselors is a professional development conference designed to provide counselors, administrators, and other educators with innovative ideas of creating a college-going culture in Arizona's middle and high schools. The conference showcases a host of subject areas with experts who are prepared to discuss the barriers students face as well as the way in which we, as an academic community, can utilize the time and resources already available to prepare all youth for a bright future.

Participant Professional Titles

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<tr>
<th>Percentage</th>
<th>Title</th>
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<tbody>
<tr>
<td>73%</td>
<td>HS Academic/Career Advisor; Program Coordinator</td>
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<tr>
<td>11%</td>
<td>Middle School Educators</td>
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<td>5%</td>
<td>Native American serving Educators</td>
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<td>4%</td>
<td>University/Higher Education Professional</td>
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<tr>
<td>3%</td>
<td>College Admissions Counselor</td>
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<td>2%</td>
<td>K-12 Administrator</td>
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<td>Teacher</td>
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The following are the session descriptions of the conference held on Friday, October 28, 2016:

**College Culture: Best Practices**
Three counselors in our community share their best practices based on their experiences in various positions within the K-12 education system.
- NJ Utter, Director of Career and College Readiness at Sunnyside Unified School District
- Mark Hanna, Program Board Chair, Pima Community College Board of Governors- District 1
- Lynn Ossowski, College Counselor, Salpointe Catholic High School

**Telling Our Story: Using Data to Inform Your College Messaging: Understanding students’ individual needs is critical to crafting well-intentioned, captivating, and targeted college messaging.**
This session will outline examples of assessment that could be used by middle and high school counselors to both improve their understanding of students and inform strategic college messaging.
- Marla Franco, Senior Vice President Student Affairs & Enrollment Management; Director, Assessment & Research

**Access Doesn’t Mean Success: DACA Students, In-state Tuition Policies, & Support While in College**
ScholarshipsA-Z & partners from Immigrant Student Resource Center will facilitate a discussion to update counselors on what AZ’s public colleges & universities are doing to support DACA and undocumented students’ entry to and success in higher education institutions.
- Zobella Vinik, ScholarshipsA-Z, Deportation Defense Director
- Isabella Mbuga and Marygrace Ghio, UA Immigrant Student Resource Center

**I Know What You Can Do Next Summer…How Summer Bridge Programs Make College Less Scary**
Get updated information about current summer programs at ASU, NAU, UA that will assist in further developing middle and high school students' academic and personal skills.
- Ulysses Campos, Assistant Director, Northern Arizona University First Generation Programs
- NaTasha Henry, Associate Director, Arizona State University School Relations
- Tom Murray, Program Director, University of Arizona Summer Programs
Achieve60AZ: Education Advances Everyone
College Success Arizona's original economic impact research around the topic of increasing attainment will be covered and information will be provided on the community-owned effort known as Achieve60AZ.
• Rich Nickel, President and CEO | College Access Arizona

Keynote Session
Wading into the College Culture Pool: New Evidence on Counseling
Counselors will have the opportunity to engage with important components of college-going culture while reflecting on the critical role that counselors have, both in middle and high school, on shaping how students aspire, plan, and eventually apply to institutions of higher education.
• Patricia McDonough, Ph. D., Professor in the Higher Education and Organizational Change Division, Vice Chair of the Education Department, Graduate School of Education & Information Studies, University of California, Los Angeles.

The Art of Empowerment: Students Taking on the World
Three educators that work with students in very different environments will share their own work and strategies of empowerment that cut across their impact with students.
• Jill Williams, Ph. D., Director, UA Women in Science and Engineering Program
• Amanda Cheromiah, Coordinator, UA Office of Early Academic Outreach
• Gabriel Higuera, Director, CRIA; Graduate Teaching Assistant, UA Guerrero Student Center

Diving Deep: Taking College Culture to the Next Level of Sustainability
Small group work will allow counselors to share specific challenges to learn from existing and effective strategies to develop their own action plans.
• Patricia McDonough, Ph. D., Professor in the Higher Education and Organizational Change Division, Vice Chair of the Education Department, Graduate School of Education & Information Studies, University of California, Los Angeles

Beyond the Cinderella: Story: Realizing the Value of College
This session will discuss the importance of thinking about the values of college in terms of how to gain access but also of how to ensure success.
• Gary Rhoades, Ph. D., Head, Department of Educational Policy Studies and Practice; Professor and Director, Center for the Study of Higher Education, College of Higher Education, UA

100% Engagement: Changing the World One Experience at a Time
How can the engagement that universities are working toward today inform the college preparation of today's middle and high school students?
• Abra McAndrew, Assistant Vice Provost, UA Student Engagement

CKC 2016 Wordle; Created out of words participants related to creating a "college-going culture"

Visit our website at eao.arizona.edu/ckc for event updates, access to previous CKC session descriptions, and presentations.