



Session Topic Ideas

Here are some sample topics that you can explore while submitting session proposals. Please note that these topics are only for reference reasons and presenters can feel free to use a different title or topic.

Sub-theme: The Counseling Office: Economics, Operation and Continuous Improvement

- The “Counselor” as a “Manager”: Best practices in operations & capacity management
- Role of leadership in supporting counseling services in school
- The principal's role: How can school leaders contribute to the counseling effort?
- How to maximize university visits in school

Sub-theme: Ethics, Diversity, Access & Equity

- Adopting and supporting high schools: Impact on enrollments and acceptance rates
- University advising for socio-economically disadvantaged students
- Socio-economic impact of career and college counseling
- Public vs. private: Exploring the benefits of both institution types



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Sub-theme: Student Recruitment in Turbulent Times: Changing Mobility and Best Practice

- How to beat the plateau in international student recruitment
- Optimizing the high school visit: From planning to arrival
- Levels of engagement to maximize yield
- Counselor fly-ins: What works, and what doesn't?

Sub-theme: Careers 2040: Learning in the New Age

- How can schools prepare students for emerging and future careers?
- Of incubators and startups: Counseling young entrepreneurs
- Interdisciplinary careers: Opportunities after “Liberal Arts 2.0”
- Finding the right fit: Careers in arts and design colleges
- Careers with History/Psychology/Design/Math/etc.: Exploring future possibilities
- Research institutions: Benefits and opportunities

Sub-theme: Succeeding in the First Few Years as a Counselor

- Surviving and thriving: Your first year as a counselor
- Effective online tools for a counseling office
- Crafting a school profile
- Helping students write effective college essays

