Fostering the College-going Culture
A Meeting of the College Access Challenge Grant Network

AGENDA

Tuesday, April 14, 2009

8:00 – 8:45 am  Networking Breakfast
Three Palms Café  Participants can take advantage of Embassy Suites Las Vegas complimentary cooked-to-order breakfast. Participants are encouraged to network with project leaders from other states.

8:45 – 9:00 am  Welcome and Opening Remarks
Riviera  Speaker:
David A. Longanecker, president, Western Interstate Commission for Higher Education

9:00 – 10:30 am  CACG Programs in the Network States
Riviera  State leaders will share an informal 10-15 minute presentation on CACG efforts in their states. This session will allow participants to learn about other states’ projects and begin to discuss common challenges, promising practices and plans for the future.

Facilitator:
Patrick Lane, project coordinator, Western Interstate Commission for Higher Education

Speakers:
Lora Jorgensen, director of outreach and early awareness, Alaska Commission for Postsecondary Education
Michelle Dewey, research administrator, Nevada System of Higher Education
Erik Cutler, multicultural program coordinator, Bismarck State College
Weiya Liang, director, GEAR UP, Washington Higher Education Coordinating Board

10:30 – 10:45 am  Break
Riviera
10:45 am – 12:00 pm
Riviera
Marketing to Students: A Look at Effective Information Campaigns
With many different options available to states about how to develop awareness of postsecondary opportunities among low-income students, this session will examine successful strategies, along with methods to evaluate and adjust campaigns.

Moderator:
Demarée Michelau, director of policy analysis, *Western Interstate Commission for Higher Education*

Speakers:
Alice Anne Bailey, project coordinator, *Southern Regional Education Board GO Alliance*
Jeanna Keller, program officer, *Lumina Foundation for Education*

12:00 – 1:15 pm
Tropicana Overflow
Networking Lunch

1:15 – 2:45 pm
Riviera
Websites and Web Portals: Reaching Students Their Way
This session will examine promising practices for developing websites and web portals aimed at reaching low-income students. The discussion will focus on ways to utilize internet resources to eliminate traditional barriers that may prevent students from accessing postsecondary education.

Moderator:
Carl Krueger, project coordinator, *Western Interstate Commission for Higher Education*

Speakers:
Brian McGill, counselor, *Riverton High School* (formerly director of college access and outreach services, *Utah Higher Education Assistance Authority*)
Julia Pirnack, director of web and curriculum development, *College in Colorado*

2:45 – 3:00 pm
Riviera
Break

3:00 – 4:00 pm
Riviera
The Future of College Access Programs
With the CACG Program slated to expire after two years of funding, this session will examine other potential federal resources that may become available to fund similar programs. Additionally, we will examine potential ways to sustain existing efforts.

Moderator:
David A. Longanecker, president, *Western Interstate Commission for Higher Education*

Speaker:
Brian Sponsler, graduate policy fellow, *Institute for Higher Education Policy*
4:00 – 5:00 pm  
*Riviera*  
**Resources for the CACG Network**  
WICHE staff will share other available resources that can help states move forward with the projects and increase the number of low-income students who enroll and succeed in postsecondary education. Project administrators will also have an opportunity to share suggestions about how WICHE can better serve the Network.

Facilitator:  
Patrick Lane, project coordinator, *Western Interstate Commission for Higher Education*

5:30 pm  
*The Atrium*  
**Complimentary Hotel Reception (optional)**  
All participants are invited to the Embassy Suites complimentary reception with cocktails and appetizers in the Atrium.

6:30 pm  
*Hotel Lobby*  
**Dinner**  
All participants are invited for dinner at Bucca di Beppo, which is a short walk from the hotel. The group will gather in the lobby at 6:30 pm to walk over, or participants are welcome to meet at the restaurant.

**Wednesday, April 15, 2009**

8:00 – 9:00 am  
*Three Palms Café*  
**Networking Breakfast**  
Participants can take advantage of Embassy Suites Las Vegas complimentary cooked-to-order breakfast. Participants are encouraged to network with project leaders from other states.

9:00 – 11:00 am  
*Riviera*  
**CACG Program Administration**  
This session will provide participants with an opportunity to discuss CACG program administration and management issues. The Department of Education program manager will participate via video or teleconference.

Speaker:  
Karmon Simms-Coates, CACG program manager, *US Department of Education*

11:00 – 11:15 am  
*Riviera*  
**Break**

11:15 – 12:30 pm  
*Riviera*  
**College Access and Success During Challenging Economic Times**  
With particular attention to financial aid issues, this session will highlight how to increase college access and success during challenging and very uncertain economic times.

Speaker:  
David A. Longanecker, president, *Western Interstate Commission for Higher Education*

12:30 pm  
**Adjournment**