



# SYMPOSIUM Career Education Admissions



Wednesday, June 8, 2016

11:00am - 4:30pm ET

Rosen Shingle Creek | 9939 Universal Blvd. | Orlando, FL 32819



## 3 Perspectives. 1 Goal.

Serving students interested in alternative paths to higher education.

Join higher education marketing, admissions, and counseling professionals on June 8th for a one of a kind Admissions Symposium! Featuring speakers from high school guidance, community colleges and career colleges to discuss:

- the current state of marketing and recruitment in higher education
- top challenges in advising at-risk students for fit
- perceptions of the college admissions profession
- enhancing the knowledge and skills necessary to serve students effectively
- best practices in:
  - marketing
  - admissions
  - coaching
  - counseling
  - recruitment
  - retention

### FEATURED SPEAKERS INCLUDING:

Angelia Millender, President, City Colleges of Chicago, Olive-Harvey College

Christy Heckman, Counselor, Abraham Lincoln High School

Joe Sallustio, Vice President of Enrollment Management and Marketing, National American University

Dr. Gary Carlson, President and CEO, gCarlson, Inc.

Rick Rios, Project Manager for Talent Development, Bridgepoint Education

Brent Passey, Chief Admissions Officer, Hodges University

Vincent Norton, Managing Partner, Norton|Norris, Inc.

Rhonda Cracco, Assistant Principal for Student Services, Tinley Park High School

Dr. Jim Black, CEO, SEM Works

Debbie Muno, Managing Partner, Muno, Summers and Assoc.

Bill Ojile, J.D., Partner, Armstrong Teasdale, LLC.

Carla Cheatham, M.Ed., NCC, LPC, Professional School Counselor, Bremen High School

Amanda Opperman, Sr. Institutional Effectiveness Specialist, Wonderlic, Inc.

### REGISTER NOW!

ONLY \$250 (INCLUDES LUNCH)

Space is limited!

Call **312-262-7433** or  
email [info@nortonnorris.com](mailto:info@nortonnorris.com)

APSCU members [register online](#)  
to receive a special discount.

### COME EARLY!

COMPLIMENTARY ADMISSION to the "Future of Education Technology" plenary session from 9:30am - 10:30am featuring McGraw-Hill, Cengage, Pearson, Campus Management and Elsevier, and moderated by Mario Armstrong (NBC's digital lifestyle expert)