



NACAC

2021 NACAC
**National
Conference**
LEADING CHANGE



We're
saving you
a seat!

LEADING CHANGE AT THE
2021 NACAC NATIONAL CONFERENCE

It's our pleasure to invite you to attend NACAC 2021 and to share our conference theme, the first in years.

Leading Change emerged as the perfect way to capture how each of us—individually and collectively—are moving forward out of the pandemic and into a more intentional and assertive stance around equity, access, and excellence in college admission.

Whether you're a secondary school counselor, an independent counselor, an admission professional, a volunteer, a sponsor, or a partner, we can all lead—ourselves, our teams, and our organizations—into a future that supports student success. It is up to each one of us to help create that future.

Join us in Seattle or virtually for...



INNOVATIVE schedule, presenters, and technologies for next-level learning.

EXCITING thought leadership and opportunities to rekindle connections with colleagues and friends.

FLEXIBLE format and scheduling—and AI integration that allows you to personalize your experience.

LOCATION, LOCATION, LOCATION!

No matter where you are, you can be a part of the most anticipated college counseling admission event of the year.

Seattle Safe

As of June 30, Seattle fully reopened. That means 100% capacity at museums, performances, restaurants and bars, sport arenas, and tours! Your plans for the NACAC conference can include sign-seeing, wine-tasting, and all sorts of Seattle-brand fun. While you're out there, please note that business owners retain the right to set their own protocols to keep their staff and you safe.

Need more details before you start roaming Seattle? No problem. [Visit Seattle](#) and Seattle Southside Regional Tourism Authority are asking tourism and hospitality businesses to take the [All Clear King County Pledge](#), backed by public health protocols, to help our region reopen responsibly. As a visitor to the region, you too can take the pledge!

When you visit, travel confidently knowing protocols are in place to help keep you as safe as possible.

The Washington State Convention Center (WSCC)

NACAC and the WSCC are working together ensure safe gatherings for our attendees. There are several protocols in place that will protect you as you gather:

- Everyone is required to wear masks while in and around the facility.
- Occupancy in each room/area is limited to 50 percent capacity or 400 people, whichever is fewer
- Capacity is capped at 600 people.
- Groups of up to 10 people may be seated together for meals.
- WSCC frequently cleans and disinfects surfaces. Deep cleaning and disinfecting are done between event days and events.
- Electrostatic sprayers are used to disinfect large spaces.
- NACAC and the WSCC will provide hand sanitizer, disinfecting wipes, and masks.
- Room capacities, setups, and layouts will be modified for optimal physical distancing.
- WSCC meeting areas and Exhibit Hall visits can be reserved on the app.

For more information, visit the [Safety First](#) website.

Additionally, NACAC is working with SafeSpace, a safety consultancy firm, to develop comprehensive COVID-19 mitigation protocols to ensure our conference is safe, successful, and in full compliance with federal, state, and local legislation.

These protocols are updated frequently on the [conference site](#).



THE VIRTUAL EXPERIENCE



Attendees who choose the virtual experience will be amazed by NACAC's new online conference platform that uses the latest AI-powered networking behind the scenes to duplicate many of the connections of an in-person event.

There will be a happy hour on Wednesday evening to welcome our virtual attendees. During the seven networking breaks, you'll meet in small, topic-related groups.

Our AI will connect you to your interests and give you options for rooms to join. Remember, the more profile details you fill in on the conference app, the better the matches!

Virtual attendees will also enjoy real-time livestreams of the main stage speakers and can choose from 50+ sessions—experiencing much of the same content as your colleagues in Seattle.

THIS CONFERENCE IS PACKED!

Don't worry if you can't make it to EVERYTHING. Both in-person and virtual attendees will have 30 days after the conference to access all the recordings.

THOUGHT LEADERS

Inspiring leaders and experts on the cutting-edge of college admission counseling will guide your learning.

This past year has been unlike any other and this conference is an opportunity to individually and collectively move forward out of the pandemic and into a more determined stance around equity, access, and excellence in college admission.

You'll see this commitment reflected in the conference theme—**Leading Change**. Whether you're a secondary school counselor, an independent counselor, an admission professional, a sponsor, or a partner, we can all lead into a future that supports student success.

Our featured speakers, general sessions and breakouts, education sessions, lightning sessions, exhibitor presentations, and preconference workshops and seminars offer you the best in thought leadership so you can carry the torch back to your office. **Everyone can dare to lead**, in the words of Brené Brown. The 2021 NACAC National Conference will empower you while you're on your leadership path.

Speakers here?

WHETHER YOU ATTEND IN-PERSON OR VIRTUALLY, YOU'LL RECEIVE A WEALTH OF EDUCATION!

SEATTLE

- 80** BREAKOUT SESSIONS
- 14** LEARNING LOUNGE
- 12** SOLUTIONS SHOWCASE
- 10** TECH LAB
- 8** CAREER HUB
- 8** GLOBAL HUB
- 4** LIGHTNING SESSIONS
- 3** MAIN STAGE



VIRTUAL

- 45** BREAKOUT SESSIONS
- 4** LIGHTNING SESSIONS
- 3** MAIN STAGE
- 2** LEARNING LOUNGE
- 2** SOLUTIONS SHOWCASE
- 1** TECH LAB
- 1** CAREER HUB
- 1** GLOBAL HUB



SCHEDULE MODIFICATIONS

Leading change for a better conference experience.

NACAC cares about your personal professional experience at the conference, from beginning to end! We've adjusted the conference schedule to better meet your needs and ensure you get as much learning as possible in your three or four days with us.

Access the session details and speaker list any time at nacacconference.org. The schedule outline is below. You'll notice some changes...

- All voting is online, which leaves more time for professional development, seeing Seattle, and catching up with colleagues!
- The Counselors College Fair is split into two events, Friday morning and evening, to minimize crowding issues. Reserve a time on the conference app so you can safely connect with your full list of colleges!
- Education sessions have been shortened to optimize your time. And now there's room for an extra session!
- Attendees will enjoy the programs, sessions, and fun that make the NACAC National Conference a must-attend event. We are looking forward to a rewarding time to reset, focusing on community and leading change as we dive into the 2021–22 school year.

Stay tuned as details fall into place regarding programming, formats, guidelines, and more. [Register now](#) to receive regular communications to guarantee you're ready to get everything you can from this premier event!

SCHEDULE-AT-A-GLANCE

Sept. 22

8 a.m. – 5 p.m.
Preconference Workshops Day 1
Seattle

2 – 3 p.m.
Virtual Welcome & Networking Reception
Virtual

Sept. 23

8 – 11 a.m.
2021 Meeting of the Delegates
Seattle

8 – 11 a.m.
Preconference Workshops Day 2
Seattle

8 – 11 a.m.
Preconference Seminars
Seattle

10 – 11:59 a.m.
Exhibit Hall Open
Seattle

11 – 11:45 a.m.
Special Interest Group (SIG) Meet-Ups
Seattle

12 – 1:30 p.m.
Opening Main Stage
Seattle & Virtual

1:30 – 7 p.m.
Exhibit Hall Open
Seattle

1:30 – 2 p.m.
Networking Break
Seattle & Virtual

2 – 3 p.m.
Education Sessions A
Seattle & Virtual

3:30 – 4:30 p.m.
Education Sessions B
Seattle & Virtual

5 – 7 p.m.
Affiliate Annual Membership Meetings

5 – 7 p.m.
Welcome Reception
Seattle

Sept. 24

7 – 8 a.m.
Rise and Shine Yoga
Seattle & Virtual

7 – 8 a.m.
Run Club
Seattle & Virtual

8 – 9:30 a.m.
Counselors College Fair — Session 1
Seattle

10 – 11:15 a.m.
Main Stage
Seattle & Virtual

11 a.m. – 6 p.m.
Exhibit Hall Open
Seattle

11:45 a.m. – 12:45 p.m.
Education Sessions C
Seattle & Virtual

12:50 – 1:35 p.m.
Special Interest Group (SIG) Meet-Ups
Seattle

1:45 – 2:45 p.m.
Education Sessions D
Seattle & Virtual

2:45 – 3:15 p.m.
Networking Break
Seattle & Virtual

3:15 – 4:15 p.m.
Education Sessions E
Seattle & Virtual

4:30 – 6 p.m.
Counselors College Fair — Session 2
Seattle

6:10 – 6:55 p.m.
Special Interest Group (SIG) Meet-Ups
Seattle

Sept. 25

7 – 8 a.m.
Rise and Shine Meditation
Seattle & Virtual

8 – 9 a.m.
State of the Association Update
Seattle & Virtual

9 – 10 a.m.
Education Sessions F
Seattle & Virtual

9 a.m. – 1 p.m.
Exhibit Hall Open
Seattle

10 – 10:30 a.m.
Networking Break
Seattle & Virtual

10:30 – 11:30 a.m.
Education Sessions G
Seattle & Virtual

12 – 1 p.m.
Education Sessions H
Seattle & Virtual

1:30 – 2:30 p.m.
Closing Main Stage
Seattle & Virtual

3:30 – 4:30 p.m.
Community Service Project
Seattle

7 – 11 p.m.
Closing Social
Seattle