

Application Form

College Board Summer Institute on
College Admission and School Relations

Applications and payment are due no later than July 1, 2011. Copies may be made for additional applicants.

Full name: _____ Name tag to read: _____
 Title: _____ Institution: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Business phone: _____ E-mail address: _____
 Home address: _____
 City: _____ State: _____ ZIP: _____
 Home/mobile phone: _____
 Experience in college admission: _____ month(s) _____ year(s)
 Ethnicity (optional): _____ Gender: _____ Date of birth (MM/DD): _____
 Name of direct supervisor: _____ Supervisor's e-mail: _____

Please check the appropriate box.

Registration fee

- Member Fee \$900
 Nonmember Fee \$950

Total due \$

Please make check payable to The College Board.

Please mail or fax application form and payment to:

The College Board
Summer Institute
Attn: Chung-Fen Hsieh
 2099 Gateway Place, Suite 550
 San Jose, CA 95110-1051
 Phone: 408-367-1429 Fax: 408-367-1459

For further information, contact: Eddie Arteaga
 Director
 earteaga@collegeboard.org

Chung-Fen Hsieh
 Registrar
 chsieh@collegeboard.org

The College Board frequently records meetings, workshops, conferences, forums and related events. By registering and attending this event, you consent to the College Board's use of your image, as it appears in photographs or video, in our publications, materials and website.

Cancellations: Registered participants who cancel less than three weeks before the Summer Institute will be charged a \$100 service fee. No refunds will be given for cancellations made three days or less before the Summer Institute begins.

[] Do not send me information and news regarding College Board services, products and other offers via e-mail.

Learn & network



31st Annual Summer Institute on College Admission and School Relations

July 24–28, 2011

University of San Diego

A premier training opportunity for
the next generation of enrollment
management professionals.

Sponsored by:
The College Board
with support from the
Western Association for
College Admission Counseling

Learn more at
www.collegeboard.org/wro-institute

31st Annual Institute on College Admission and School Relations

July 24–28, 2011

University of San Diego

The five-day Institute on College Admission and School Relations offers newcomers in the enrollment management profession an opportunity to set the foundation for a rewarding and lasting career in college admission. Faculty from a variety of institutions will provide personalized instruction, while discussion-based workshops encourage networking among peers.

Sessions will focus on the most important topics enrollment offices encounter, including:

- **Implications of demographic changes for college enrollment**
- **Marketing and recruitment**
- **Ethical dilemmas**
- **Aspects of diversity**
- **Communication skills**
- **High school relations**
- **Evaluation of applicants**
- **Use of standardized tests**
- **Financial aid**

Register now to participate in this in-depth professional development event and:

- **Discuss the larger policy issues that impact institutions and families**
- **Learn about the factors that affect admission decisions**
- **Gain a better understanding and appreciation of the admission profession**
- **Begin building a long-lasting career**

More than 250 colleges and universities across the country have sent participants to the Summer Institute. Join our community of passionate and distinguished colleagues and gain a comprehensive understanding of the role that admission professionals play in the higher education landscape.

To view a list of institutions that have sent participants in previous years, visit www.collegeboard.org/wro-institute.

Faculty

Learn firsthand from recognized leaders in the rapidly changing field of enrollment management who will share their knowledge and offer insights.

This year's Summer Institute will feature:

Eddie Arteaga, The College Board
Karen Copetas, Western Washington University
Deren Finks, Harvey Mudd College
Alice Kleeman, Menlo-Atherton High School
Kevin MacLennan, University of Colorado at Boulder
Lisa Meyer, Whittier College
James Montoya, The College Board
Stephen Pultz, University of San Diego
Edward Schoenberg, Otis College of Art and Design
Jarrid Whitney, California Institute of Technology

Visit www.collegeboard.org/wro-institute to learn more.

Registration Fees

Member Institution — **\$900**

Nonmember Institution — **\$950**

Registration fees include:

- Tuition
- A shared bedroom in an apartment
- Meals and refreshment breaks
- All resource materials
- Parking

Please note that all participants must reside in the on-campus housing during the Summer Institute.

Enrollment is limited, and applicants are accepted on a rolling basis. A waiting list will be established once enrollment is full. Applicants will be notified two weeks before the Summer Institute if a space becomes available. **Your application must be received by July 1, 2011.** After July 1, please call 408-367-1429 to learn if space is still available.

register