

ASPIRE Fall Conference 2024



October 16th- University of Oregon
October 18th- OSU Cascades

Welcome to the ASPIRE Fall Conference.

Thank you for joining us at this year's ASPIRE Fall Conference. We are excited to share a series of powerful workshops that reflect the diverse and evolving challenges and opportunities in the field of Career and College Readiness (CCR). From the impact of artificial intelligence on CCR to supporting middle school programs, exploring financial aid options, and expanding access to trades and apprenticeships, we've worked hard to craft a conference with valuable insights for everyone. Our sessions aim to provide practical tools and strategies that can make a difference in your communities.

Whether you're here to strengthen CCR initiatives or discover new ways to engage high schoolers and middle schoolers, we hope you walk away with ideas and inspiration to take back to your work. Thank you for setting aside time in your busy schedule to be here today. We look forward to collaborating with you as we empower students and open doors to new opportunities.

— The ASPIRE Team

8:00-9:00	Registration
9:00-9:20	Welcome and Introduction
9:20-10:15	Keynote Address
10:30-11:30	Session 1
11:30-12:30	Lunch
12:30-1:30	Session 2
1:40-2:40	Session 3
2:40-3:00	Break with Snack
3:00-4:00	Session 4
4:00	Adjourn

SCHEDULE

The ASPIRE Fall Conference schedule is provided below. Please note that workshop presenters and times are subject to change. A final schedule, along with a map and room assignments for each session, is included in the insert with this program.

Session 1 10:30-11:30	Session 2 12:30-1:30	Session 3 1:40-2:40	Session 4 3:00-4:00
Apprenticeships - OSAC - BOLI	AI For Education - Oregon State University	9 Ways Oregon Goes To College Can Support Middle And High School Educators - Oregon GEAR UP	Apprenticeships - OSAC - BOLI
Get Schooled: Empowering Young People With Cutting-Edge Digital Tools And Resources - Get Schooled	Career Engagement And Readiness For High Schoolers - McNary HS ASPIRE Program	C3 Resources And Tools - C3	C3 Resources And Tools - C3
Middle School 101 - OSAC	Exploring Oregon Community Colleges (Eugene) - PCC Integrating Career Readiness Into Academic Advising (Bend) - OSU TRIO	Get Schooled: Empowering Young People With Cutting-Edge Digital Tools And Resources - Get Schooled	It's What They Hear, Not What We Say: Findings On Messaging Higher Ed To Students And Families - NCAN
What You Need To Know About The FAFSA & ORSAA For The Class of 2025 - ECMC College Place - OSAC	The Ford Family Scholarships: More Than Just The Money - Ford Family Foundation	Helpful Hints To Write Strong College And Scholarship Essays - Salem Keizer School District - Willamette University	Supporting SB 3 Collaboration and Implementation - ODE
	UO SAIL Program: Free Pre-College Mentoring & Summer Programs (Eugene) - OSU SAIL Program	It's What They Hear, Not What We Say: Findings On Messaging Higher Ed To Students And Families - NCAN	The Ford Family Scholarships: More Than Just The Money - Ford Family Foundation
	Up Around The Bend - Network Charter School ASPIRE Program	Supporting SB 3 Collaboration and Implementation - ODE	

TRACKS

Organize The Perfect Conference

Unsure about which conference sessions to attend? We have created six different conference tracks, choose the one that best meets your needs!

Conference Track: Support Middle Schools

Session 1: Middle School 101

Session 2: Up Around The Bend

Also consider: It's What They Hear, Not What We Say...

Session 3: 9 Ways Oregon Goes To College Can...

Session 4: C3 Resources

Conference Track: Financial Aid

Session 1: What You Need To Know About The FAFSA

Session 2: Ford Family Scholarship: More Than Just..

Session 3: Supporting SB 3 Collaboration ..

Session 4: It's What They Hear, Not What We Say

Conference Track: Career and Trades Support

Session 1: Apprenticeships

Session 2: Career Engagement And Readiness For...

Also consider: Exploring Oregon Community Colleges

Integrating Career Readiness Into Academic Advising

Up Around The Bend

Session 3: Get Schooled: Empowering Young People

Session 4: C3 Resources

Conference Track: The Future of CCR

Session 1: Get Schooled: Empowering Young People

Session 2: AI For Education

Session 3: Supporting SB 3 Collaboration ..

Session 4: It's What They Hear, Not What We Say

Conference Track: Coordinator Support

Session 1: What You Need To Know About The FAFSA

Session 2: UO Sail Program

Also consider: Integrating Career Readiness Into Academic Advising

Career Engagement and Readiness For High Schoolers

It's What They Hear, Not What We Say

Apprenticeships

Session 3: 9 Ways Oregon Goes To College Can...

Session 4: Supporting SB 3 Collaboration ...

Conference Track: Mentor Support

Session 1: What You Need to Know About the FAFSA

Session 2: Career Engagement And Readiness....

Also consider: Get Schooled: Empowering Young People With Cutting-Edge Digital Tools And Resources

Exploring Oregon Community Colleges

9 Ways Oregon Goes To College Can Support Middle And High School Educators

Session 3: Helpful Hints To Write Strong College...

Session 4: It's What They Hear, Not What We Say...

Apprenticeships

In this session you will learn what steps to take to prepare participants for apprenticeships, the varied designs and approaches of apprenticeship work-based learning, and how pre-apprenticeship helps prepare people for an entry-level position in Registered Apprenticeship Programs and the advancement into a successful Journey-level worker position.

- Stacey Stonesifer, HECC-OSAC

Get Schooled: Empowering Young People with Cutting-Edge Digital Tools and Resources

Today's youth are digital natives. Given this, our solutions for supporting students to continue their education after high school must include digital strategies. In 2024, these transformational digital college and career supports must also include AI. As America's only all-digital college and first jobs advisor, Get Schooled invites you to join us to explore our compelling collection of digital content, tools and supports, including how you can seamlessly integrate them into your existing curriculum. In this session, participants will gain practice insights into how to best use digital tools to increase student engagement, personalize the learning experience, and ultimately guide every student toward their college and career goals. Participants will have the opportunity to explore new AI tools, strategize on how to use them with students, and walk away with actionable strategies and tools to enhance your toolkit of resources.

- Danielle Gunder, M.Ed., Get Schooled

Middle School 101

This session will introduce ASPIRE's new and updated Career and College Readiness resources. Let's get your middle school students and families/care providers engaged in their future! We will explore activities that you can use with students 1:1 and/or in a group. Our goal is to provide inspiration and tools to elevate your middle school program. New, returning, and potential ASPIRE coordinators welcome.

- Nomi Pearce, HECC-OSAC

What You Need To Know About The FAFSA & ORSAA For The Class of 2025

Learn about changes to the 25-26 FAFSA/ORSAA. This workshop will provide a general overview of the new FAFSA/ORSAA and highlight relevant changes you need to know. We will save time to get your questions answered.

- Jenn Satalino, ECMC The College Place
- Anel Venegas-Trujillo, HECC-OSAC

AI For Education

The workshop will cover the basic concept of artificial intelligence and its possible applications in learning and education. The workshop will also cover the implications of various AI application in education and how to prepare students for an AI-driven future.

- Bin Zhu, Oregon State University

Career Engagement And Readiness For High Schoolers

Are you interested in learning how to offer your middle and high school students access to career speakers and career engagement? If so, this class is for you! Learn how to access career speakers in your region, career exploration tools and resources, and engage in a conversation during the session about what's working for career readiness in our schools. Grow and shape your students' abilities to own their future "why and what".

- Kim Conolly, McNary High School

Exploring Oregon Community Colleges: 3-Month Certificates to 4-Year Degrees

Together we'll explore Oregon community colleges and how you can support students exploring careers and post-secondary education options. Topics addressed will include: career pathways related to degrees and certificates, cost comparison, the Oregon Promise grant, student activities, and community college programs supporting underserved students.

- Heidi Echeverria, Portland Community College

Integrating Career Readiness into Academic Advising

This presentation will highlight the importance of incorporating career readiness into academic advising. Attendees will gain insights into how to help students align their academic goals with career aspirations, utilizing tools such as career assessments, helping students build effective job application materials, and networking opportunities.

- Cassie Copeland, TRIO SSS - OSU-Cascades

The Ford Family Scholarships: More Than Just The Money

The Ford Family Foundation's Postsecondary Success team will cover key things to know about the Ford Scholarship Programs. This session will go over basic application eligibility and how to apply, helpful application and interview tips, and how advisors can provide guidance for their students during the application and selection process. We will also share how we power the potential of our scholars throughout their postsecondary journey.

- Carolyn Dennis, The Ford Family Foundation
- Zach Jones, The Ford Family Foundation

UO SAIL Program - Free Pre-College Mentoring & Summer Programs

During this interactive presentation, participants will learn about FREE pre-college programs provided by the University of Oregon Student Academy to Inspire Learning (SAIL) Program. Our immersive summer programs and year-round mentoring programs are designed to inspire Oregon high school students to pursue, enroll and succeed in higher education - specifically students from low-income, first-generation, and/or underrepresented backgrounds.

- Lara Fernandez, UO SAIL Program
- Maritza Ruiz, UO SAIL Program
- Christina Turchetto, UO SAIL Program

Up Around The Bend

How to incorporate high interest topics and hands on activities to increase student engagement in College and Career Readiness. Through building a scaffolded school wide CCR, employability, and independent living program, NCS has used their flex days to deliver curriculum that encourages multifaceted student exploration. Learn what activities, games, incentives, and topics created the greatest impact. Come away with easy to incorporate offerings to bring back to your students.

- Heather Hickcox, Network Charter School
- Denise Velasco, Network Charter School

9 Ways Oregon Goes To College Can Support Middle and High School Educators

Whether you work with students in a middle school or a high school, Oregon Goes To College has resources to support you! Come and learn about what we have to offer, sample an activity and learn about our newest initiative, College & Career Exploration Month. We have lots of resources to aid you in your work with students around the topics of college and career exploration and we can't wait to share them with you.

- Autumn VanderLinden, Oregon GEAR UP

C3 Resources

C3 is a nonprofit organization established in 2015, dedicated to providing career and college readiness resources to educators, community organizations, and the public. This workshop will showcase some of our new and exciting offerings, including Apprenticeship Journey Maps, Career Journey Maps, new website, and a Career and College Readiness Class. Come ready to learn and have fun.

- Dr. Lori Ellis, C3

Get Schooled: Empowering Young People with Cutting-Edge Digital Tools and Resources

Today's youth are digital natives. Given this, our solutions for supporting students to continue their education after high school must include digital strategies. In 2024, these transformational digital college and career supports must also include AI. As America's only all-digital college and first jobs advisor, Get Schooled invites you to join us to explore our compelling collection of digital content, tools and supports, including how you can seamlessly integrate them into your existing curriculum. In this session, participants will gain practice insights into how to best use digital tools to increase student engagement, personalize the learning experience, and ultimately guide every student toward their college and career goals. Participants will have the opportunity to explore new AI tools, strategize on how to use them with students, and walk away with actionable strategies and tools to enhance your toolkit of resources.

- Danielle Gunder, M.Ed., Get Schooled

Helpful Hints To Write Strong College And Scholarship Essays

This presentation will focus on how to help students write standout essays for college and scholarship applications! We'll not only dive into tips for success but we will also share what does not work from both sides of the admission desk (views from a College and Career Coach and an Admission Rep).

- Shelly Warde, Salem Keizer School District
- Cady Campbell, Willamette University - Associate Director of Admissions

It's What They Hear, Not What We Say: Findings on Messaging Higher Ed to Students and Families

Aristotle's "Tell them what you will tell them, tell them, and tell them what you just told them" is timeless advice for delivering a message, but does it hold up in 2024 when talking with students and families about their postsecondary options? Postsecondary enrollment and attainment rates remain stubbornly static despite these outcomes being more important than ever for students, families, communities, states, and our nation. This session will consider various studies and surveys to understand effective messaging to students and families around topics like financial aid and college-going. What do these audiences say is most important to them? What are their worries and uncertainties? Which words do we use that confuse or put them off the idea of a postsecondary pathway? We'll consider the evidence and then, as a group, find a way forward for making our own messaging more effective. Bring your ideas, communications campaigns, and your successes and stumbles; we'd love to *hear* them.

- Alessandra Cipriani-Detres, National College Attainment Network (NCAN)

Supporting SB 3 Collaboration and Implementation

This interactive session will provide updates on SB 3 and support you in your school's collaboration in the implementation of Oregon's newest Diploma requirements. By leveraging your strengths and expertise, and what your school has in place, you can support your district's students in finding success meeting the new requirements.

- Dr. Beth Wigham, Oregon Department of Education
- Aujalee Moore, Oregon Department of Education

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- Aujalee Moore, Oregon Department of Education

PRESENTERS

Alessandra Cipriani-Detres

National College Attainment Network (NCAN)

As NCAN's Program Associate, Alessandra Cipriani-Detres supports and advances NCAN's strong systems, policy, and advocacy work. She co-manages NCAN's Postsecondary Pathways Partners program which strengthens NCAN's partnerships with state education agencies and college access networks across the country to identify practices and policies that improve students' postsecondary opportunities at scale.

Anel Venegas-Trujillo- She/Hers/Ella

Higher Education Coordinating Commission- Office of Student Access and Completion

Ms. Anel Venegas-Trujillo is the Oregon Teacher Scholars Program Coordinator at the Office of Student Access & Completion (OSAC) with the Higher Education Coordinating Commission (HECC). A first-generation Latina, Anel graduated with her Bachelor of Arts in Mathematics and Economics from Willamette University in 2015. Anel is a member of the Oregon Association of Student Financial Aid Administrators (OASFAA) and served as the 4 Year Public Segmental Vice President for OASFAA. Prior to OSAC, Anel was a Bilingual Financial Aid Counselor from 2018 to 2022 at Western Oregon University, which allowed her to see excellent growth opportunities within the Financial Aid world and the surrounding communities to ensure informational resources are accessible to all prospective and current students. She works passionately to bridge language and first-generational gaps to ensure all students feel they belong and are safe in higher education institutions, especially while students navigate their Financial Aid journey.

Aujalee Moore

Oregon Department of Education

Aujalee Moore is the Standards Guidance Program Analyst at Oregon Department of Education. In her role, she coordinates and works to improve the standards program. This includes the coordination of development, revision, adoption, implementation, and professional learning related to standards. Aujalee is a graduate of University of Oregon with a Bachelor's of Science in Political Science and Native American Studies. Additionally, she is an enrolled member of the Klamath Modoc Yahooskin tribe.

Autumn VanderLinden

Oregon GEAR UP

Autumn is the Coordinator of Statewide Services for Oregon GEAR UP. As Coordinator, she creates and maintains a variety of resources, for educators, as they work with students around college and career topics. Prior to working for GEAR UP, Autumn worked for the College of Forestry at Oregon State University.

PRESENTERS

Beth Wigham

Oregon Department of Education

Dr. Beth Wigham serves as the Career and College Readiness/School Counseling Program Systems Education Specialist at the Oregon Department of Education. She has worked as a school counselor at both elementary and high school level, worked across all grade levels building career and college readiness systems, served as a behavior intervention specialist, taught computer technology in CTE and interdisciplinary STEM projects, has worked in residential and crisis care, and worked in academic advising and career counseling in higher education. She is a passionate student advocate and a collaborative leader, dedicated to implementing and improving equitable career and college readiness systems and supports for all students.

Bin Zhu

Oregon State University

Dr. Bin Zhu is an Associate Professor of Business Information Systems in the College of Business. She is the program director of the Business Analytics program and the director of center of Business Analytics and Applied AI. Prior to OSU she was an assistant professor at Boston University. She earned her Ph.D. in Management Information Systems from University of Arizona.

Cady Campbell

Willamette University

I have been working in undergraduate admissions at Willamette for more than 10 years. I joyfully and most closely counsel applicants in the Willamette Valley (from Roseburg to Canby and Estacada and out to the coast). My other full-time job is parenting two beautiful tiny humans, and when I have an ounce of "free time," I enjoy being outdoors and making things with my hands.

Carolyn Dennis

The Ford Family Foundation, Postsecondary Success - Scholarship Programs

Carolyn Dennis is the Program Associate Scholarship Outreach and Selection for The Ford Family Foundation's Postsecondary Success office based in Eugene. She works directly with college access partners coordinating and managing the scholarship outreach efforts and assists with the application and selection process for all scholarship programs. Prior to the Foundation, Carolyn worked in higher education for 2 decades in graduate program admissions and enrollment.

<https://www.tfff.org/team/carolyn-dennis/>

Cassie Copeland

TRIO SSS - OSU-Cascades

Cassie is the Assistant Director for TRIO Student Support Services at OSU-Cascades. Cassie was a first-gen and low-income student herself and enjoys increasing college access for these students.

PRESENTERS

Danielle Gunder, M.Ed.

Get Schooled

Danielle Gunder (she/her) is the Senior Program Manager - College Access & Success at Get Schooled directing programs and campaigns to support young people getting to, and succeeding in, college. Prior to Get Schooled Danielle was a high school teacher in Phoenix, Arizona where she also served as the college advisor for the high school. For 6 years she worked at University of Washington School of Medicine as the first Education Specialist for the newly created Office of Rural Programs. In this role, Danielle established clinical teaching sites across 5 states to create highly trained doctors for rural America. Danielle is an AmeriCorps Alumni and first generation college student. She earned her Master of Secondary Education from Arizona State University and two Bachelor's degrees in Biology and Psychology from Gonzaga University.

Denise Velasco

Network Charter School

Denise is the guidance counselor, ASPIRE Co-Coordinator, and Co-Coordinator for the Outdoor Credit Recovery Adventure Program at Network Charter School. She has been a foundational part of NCS since 2004 as a teacher and now an administrator. The extent and diversity of her experience have supported all facets of the school for the last 20 years, including but not limited to the transition of many administrations, support of all the teachers, and the development of numerous programs to support students.

Gordy Toyama- He/Him

Higher Education Coordinating Commission- Office of Student Access and Completion

Gordy Toyama is the starting his second year as the ASPIRE Access Specialist serving the North Coast and Yamhill, Washington, Multnomah, Clackamas, Washington Counties. Gordy has held various positions in higher education for over 38 years. He is involved first hand with the student experience via his daughter as she begins her 2nd year in college.

Heather Hickcox

Network Charter School

Heather is the Special Education Coordinator, ASPIRE Co-Coordinator, and Co-Coordinator for the Outdoor Credit Recovery Adventure Program at Network Charter School since 2018. She values creating strong positive relationships in the school community and supporting students in exploring all possible post-secondary options, especially working in trades and high value career paths.

Heidi Echeverria

Portland Community College

Heidi has worked in higher education for 25 years in various student affairs, workforce development and teaching roles. Heidi enjoys meeting with prospective students, and families, to explore how higher education fits into their lives and compliments their career and educational goals.

PRESENTERS

Jenn Satalino

ECMC The College Place

Jenn Satalino is the director of The College Place-Oregon. She has more than 35 years of experience helping students pursue higher education. She holds a BS from University of Oregon and an MBA from Portland State University. Jenn is a Certified Financial Aid Administrator, the highest certification offered by the National Association of Student Financial Aid Administrators (NASFAA).

Kim Conolly

Salem Keizer School District, McNary High School

Kim Conolly engages with college and career readiness at McNary High School in Keizer, Oregon. She is a past member of the Willamette University Counselor Advisory Board and PNACAC Conference Planning Committee. She is passionate about helping students find and fund a debt free education and career pathway.

Lara Fernandez

University of Oregon Student Academy to Inspire Learning (SAIL) Program

Lara Fernandez joined the SAIL program in May 2011 as the Executive Director. She has a master's degree in social work administration from the University of Nevada and received her bachelor's degree in biology from the University of Vermont. Lara has an eclectic work background in program development and specializes in programs that inspire youth exploration in academic, career and outdoor pursuits.

Lori Ellis

C3

Dr. Ellis is the co-founder and director of the Career, College, Collaborative (C3), whose vision is that every Oregon career and college readiness practitioner and professional will have the resources and materials needed to support youth and young adults interested in pursuing a career or postsecondary education. Education: D.Ed, University of Oregon. MBA, Northwest Christian University. BA, English, University of Oregon.

Nomi Pearce, MA - she/her

Higher Education Coordinating Commission- Office of Student Access and Completion

Before becoming an ASPIRE Access Specialist in 2022, Nomi worked for state social services, state and private colleges, and community-based organizations. Ten years after graduating from high school Nomi earned a B.A. in sociology from Central Washington University. Before finding a home in sociology, her majors along the way were physical education, psychology, elementary education, and history. She earned a master's degree in international education from University of Oregon. Her message to students is that life is full of opportunities and challenges that will change who you are and how you want to live your life – allow your dreams to adjust. In her free time Nomi loves walking, reading, writing, practicing tai chi, and connecting with family and friends.

PRESENTERS

Rochelle Farris

**Higher Education Coordinating Commission-
Office of Student Access and Completion**

Rochelle works for the Higher Education Coordinating Commission in the Office of Student Access and Completion as an ASPIRE Access Specialist. During her career she worked at Western Oregon University as a financial aid counselor and assisted with admissions and university residence programs. In addition, she has supported CCR work in the Salem-Keizer School District as a College and Career Advisor/ASPIRE Coordinator at McNary High School. Rochelle has a Master of Arts in Leadership: Higher Education from Bushnell University and is dedicated and passionate about supporting students and assisting MS & HS teachers and administrators as they build career and college ready cultures in their schools.

Selena Schumacher

**Higher Education Coordinating Commission-
Office of Student Access and Completion**

Selena recently joined ASPIRE as a Specialist. Throughout her career, she has been dedicated to supporting students and educators. She brings over 15 years of experience as a high school counselor, in addition to teaching and counseling at the middle school level and serving in various administrative roles. Currently, Selena is pursuing a doctorate in Organizational Leadership with an emphasis on K-12 education. She has been involved with the ASPIRE program for 10 years, now stepping into her first year as an Access Specialist.

Shelly Warde

Salem Keizer School District

I am a College and Career Coach at West Salem High School and have been a College and Career Coach in the Salem Area for the last 10 years. I am a wife to a trades worker, 3 kids that have gone to college and from a Navy family, love all post high school plans.

Stacey Stonesifer- M.Ed

**Higher Education Coordinating Commission-
Office of Student Access and Completion**

Since 2017, Stacey has been our Eastern and Central Oregon ASPIRE Access Specialist. She is a first generation college student and her passion is serving the schools and students of Rural Oregon.

Zach Jones

The Ford Family Foundation, Postsecondary Success - Scholarship Programs

Zach Jones serves as the Student Success Counselor with The Ford Family Foundation's Postsecondary Success (PSS) office based in Eugene where he oversees the PSS office's student support strategy and powers the potential of a team that supports 1,000+ Foundation scholarship recipients on their postsecondary journeys. Originally from Coos Bay, he received support from ASPIRE and TRIO along his own educational journey.

<https://www.tfff.org/team/zach-jones/>.

PARTNERS

The ASPIRE Fall Conference would not be possible without the support of our generous sponsors and partners. Please join us in recognizing everyone who made this event possible.

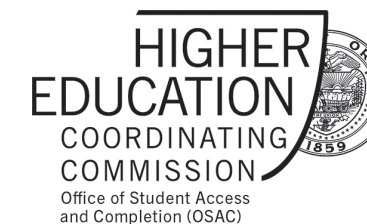
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Presenters:

Thank you to all of our workshop presenters for donating their time and energy to share valuable information at this event.

- C3
- ECMC The College Place
- Higher Education Coordinating Commission- OSAC
- The Ford Family Foundation
- Get Schooled
- National College Attainment Network (NCAN)
- Network Charter School
- Newport High School
- Oregon Department of Education
- Oregon GEAR UP
- Oregon State University
- Portland Community College
- TRIO Student Support Services- OSU Cascades
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- Willamette University

NOTES