

**Wednesday, January 17<sup>th</sup>**

[ Noon-3 PM ]

**Special Preconference Session for USC Leadership in Enrollment Management certificate students, faculty, and alumni**

5:00 PM

*California Foyer*

**Registration and Cocktail Reception**

6:00 PM

*California Ballroom*

**Welcome & Speaker Introduction**

Jerome Lucido (USC)

**Opening Keynote Address. *Learning, Emotions, and Expanding Minds: Educational Lessons from Neuroscience***

Mary Helen Immordino-Yang (USC)

**Thursday, January 18<sup>th</sup>**

7:15 AM

*California Foyer*

**Continental Breakfast**

8:15 AM

*California Ballroom*

**Welcome & Speaker Introductions**

Jerome Lucido (USC)

8:30 AM

**Master Class I. *Authentic, Equitable, and Personalized: The Promise of Performance Assessment***

Linda Darling-Hammond (Stanford, Learning Policy Institute (LPI))

Respondents: Roneeta Guha and Peter Ross (LPI)

9:45 AM

**Master Class II. *Can Character Be Measured?***

Patrick Kyllonen (ETS)

10:45 AM

**Break**

11:00 AM

**Master Class III. *What's Testing Got to Do with It? The Contributions of Standardized Testing to Understanding Student Potential and Achievement***

Jack Buckley (AIR)

Respondents: Emily Shaw (College Board) and Wayne Camara (ACT)

12:00 PM

*Bayview Ballroom*

**Lunch**

*Note: 15 min. transition (1:05 to 1:25) from roof back to lobby level via 3 elevators*

1:30 PM

*California Ballroom*

**Afternoon Session I. *Tests and Test-Optional: Peaceful Coexistence?***

Jerome Lucido (USC)

2:30 PM

**Break**

- 2:45 PM **Afternoon Session II. *Revising the Application Process for Attributes that Matter***  
Jim Nondorf (Coalition for Access and Success; University of Chicago)  
Bob Massa (Institute on Character and Admission; Drew University)
- 4:00 PM **Adjourn for Afternoon and Networking**
- 6:00 PM **Cocktail Reception**  
*Bayview Foyer*
- 7:00 PM **Dinner and A Conversation. *The Fundamentals of Achieving Equity in Challenging Times***  
*Bayview Ballroom*  
Art Coleman (Education Counsel)  
Jerome Lucido (USC)
- Friday, January 19<sup>th</sup>**
- 7:15 AM **Continental Breakfast**  
*California Foyer*
- 8:15 AM **Introductions and Remarks by Jerome Lucido**  
*California Ballroom*
- 8:30 AM **Master Class IV. *Identity, Justice, and Education: Why Enrollment Professionals Must Examine Themselves and Their Practice***  
Darnell Cole and Shafiqah Ahmadi (USC)
- 9:45 AM **Break**
- 10:00 AM **Morning Session: *Realizing a Demographic Dividend: Why Change Matters and How to Make it Happen***  
Panelists: Youlonda Copeland-Morgan (UCLA), Angel Perez (Trinity College)  
Moderator: Jerome Lucido (USC)
- 11:15 PM **Closing Remarks**
- 11:30 PM **Adjourn and Box Lunches**