

April 2010: Letter from Jon Boeckenstedt, (DePaul University), 2009-10 National CCAA President

My tenure on the presidential track at the National Catholic College Admission Association has been a period of great change for our organization, and yet, it's just the beginning as we move forward into 2011 and beyond.

In the past year, we've combined a great deal of work with a lot of fun, and I can honestly say that our organization is much stronger today for the work of our Board in the past two years.

Some of the things your Board has accomplished:

- We've conducted a national study in partnership with Noel-Levitz on financial aid allocation at Catholic Colleges and Universities, to augment our previous studies on the perceptions of Catholic Higher Education and the attitudes of alumni.
- After saying farewell to Brian Lynch and thanking him for his many years of loyal service to the Board, we conducted a national search and hired Joyce Masek to be our new Executive Director. A graduate of Boston College and a former admissions officer at Marquette, Joyce is also connected to Ohio Dominican, where her husband is a faculty member. We've already discovered that her connections to, and support of, Catholic higher education to be valuable to us.
- We've undertaken a functional and graphic redesign of the National CCAA website, which is now live! Please check it out at www.catholiccollegesonline.org
- Offered recruitment tours to Puerto Rico and Central America, which have both received very positive reviews from admissions officers and local college counselors.
- We hosted as many as 1,000 people in Baltimore during the NACAC Conference, and have made our reception the hottest ticket at NACAC for high school counselors.
- We've reorganized our Board representation to ensure we're always able to attract the best talent from Catholic Higher Education to serve you and your institution.
- And, in an economy that is making everyone think about value, we've actually lowered the annual membership dues, starting with the 2010 cycle.

But there is even more great news to look forward to.

- For the first time ever, we'll be asking Catholic high school members to join us in the organization, and we'll be allowing other high school and independent counselors to affiliate with us as friends of the organization.
- We'll be creating an online presence that will allow members to connect with each other to discuss topics of interest.
- We're making our Guide to the Catholic Colleges available for free in electronic format to anyone-parents, students, counselors-who wants a copy.
- With our new website, we will be including your news, information, and campus photos to increase your online college search presence.
- And, last but not least, we'll be holding our annual reception at NACAC in St. Louis, at the

Museum of Westward Expansion (better known as the Gateway Arch.) We've already arranged for dedicated use of the cars to the top of the arch, the museum, the movie theaters, and the common gathering space, and we're still working to add more fun and excitement to the evening!

In the coming weeks, we'll be sending an invoice for your membership renewal for the 2010-2011 year; if you'd prefer to save us some postage and paper, Joyce will be happy to send you a pdf version instead; just email her to let her know.

Please read important details about our new website, our successful fall Puerto Rico recruitment program, and the membership drive. We hope you will participate in all of these efforts, as they offer tremendous member benefits to your institution.

It's been a pleasure and an honor to serve as your president this year, and as I look forward to moving into my past-president's year, I'm very excited about both the Board's accomplishments and our future direction. Thank you for your support in the past, and for your work in promoting an advancing Catholic Higher Education.

Sincerely,

Jon Boeckenstedt
National CCAA President
Associate Vice President for Enrollment Policy and Planning
DePaul University