

2024 Associated Colleges Academic Counselors Conference Virtual Event

Join the Associated Colleges of the St. Lawrence Valley for a Virtual Webinar!

Featuring admissions staff from...

- Clarkson University
- St. Lawrence University
- SUNY Canton
- SUNY Potsdam

**Wednesday, November 20th
2:00 - 3:00 PM ET**

During this one-hour event, you'll get a glimpse of each institution through brief presentations that cover key topics such as scholarships, academics, student life, and the application process. At the end, you'll have the chance to ask questions directly to our admissions team.

Bonus: We'll be giving away four \$25 Amazon gift cards to lucky attendees at the end of the webinar.

Use the link below to register for the event, and we look forward to seeing you soon!
[Virtual Webinar: Associated Colleges of the St. Lawrence Valley \(google.com\)](#)

Access to Clarkson University's [Zoom Link](#) for the virtual session on November 20 at 2p.m.

CONFERENCE FORMAT

2:00 p.m.

Introduction by Randy for 5 minutes to talk about the North Country area to include the Potsdam & Canton area and our four colleges. Randy will show a couple slides that Kus put together a welcome slide (title page), an Explore slide to include the North Country area to explore St. Lawrence County and what we have to offer here and what opportunities we have. Slides to include pictures of the North Country, a map of the area showing where we are located close to Ottawa, Plattsburgh, Syracuse and local airports. Have Randy talk about all the four colleges within a 20 mile radius of each other (reference we may have a few thousand students, but there are several thousands students in the area that you can interact with/Small college campus, but large college community) and emphasize on our diverse community (rural neighborhood, Amish community, and we have a lot of city students that come up and we have a unique blend that gives it its own charm).

Introductions by Randy or each general speaker (?) that will be presenting from each campus:

- Melissa Evans, Admissions Director, SUNY Canton
- Katherine Catimon, Senior Associate Director, Undergraduate Admissions & Communications, Clarkson University
- Terry Francis, Admissions Director, SUNY Potsdam
- Lyndsay Malcomb, Admissions Director, SLU

Then rotate by institution for 10 minutes each to include their own 4-5 slides. (5 slides to include content) The slides should be consistent with each institution, such as: Picture of the campus, general contact information about their campus, majors & programs, student support and benefits, campus housing, essentials in applying (scholarship info., how to apply requirements and estimated info), and campus website address.

Order of rotation:

- SUNY Canton
- Clarkson University
- SUNY Potsdam (to include a 90 second video within their 10-minute session)
- SLU

2:50 p.m.

At end Karen Kus to show a couple slides and to say, do you like what you heard? Kus to talk about the in-person Spring 2025 Academic Counselors Conference and share a link to the registration page, Cross-Registration and a Thank you Slide

2:55 p.m. Raffle off the 4 amazon gift cards

3:00 p.m. Wrap up