



WESTERN ASSOCIATION *for* COLLEGE ADMISSION COUNSELING

Dear Supervisor,

Keeping up with the ever-changing trends, regulations, and best practices governing higher education has become increasingly complex. The [Western Association for College Admission Counseling \(WACAC\)](#) is charged with access to higher education and the college counseling landscape overall for its over 2,255 members, offering multiple avenues for professional development, training, and networking. As one of the largest affiliates of the [National Association for College Admission Counseling \(NACAC\)](#) in the nation, our flagship Annual Conference offers a unique opportunity for your staff member(s) to pack a large amount of knowledge-building and professional development into a short window of time. As this year's conference marks 60 years of service to both our members and our communities, it's an event that can't be missed!

WACAC ANNUAL CONFERENCE

"Roots Run Deep"

MAY 19–21, 2026 • OAKLAND, CA • 700+ ATTENDEES EXPECTED

We anticipate more than 700 of our members to be in attendance, enabling conversation across educational roles that support student college knowledge and enrollment in higher education. While the breakdown of attendees by industry sector shifts from year to year, here are this year's primary categories:

24% 4-Year College & University Professionals	11% Private / Independent High School Counselors	38% Public High School Counselors	15% Independent Educational Consultants	12% CBOs, Non-Profits, Community Colleges & Businesses
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Learning objectives at our conference are heavily predicated on current issues facing our profession. In service of that goal, we are proud to offer more than 50 sessions presented by subject matter experts and leaders in the field. Some of this year's sessions include, but are not limited to:

- ◆ *Beyond Reaction: Cultivating Sustainable Leadership in a Volatile Enrollment Landscape*
- ◆ *Improving Data-Informed Collaboration Between Community Colleges and Universities*
- ◆ *Dual Enrollment Decoded: Opening Doors to the UC*
- ◆ *Mythbusting the College Process: Case Studies Workshops for First-Generation Students*
- ◆ *Rooting and Blooming: A Strategic Approach to Building and Nurturing Your Recruitment Territory*

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- ♦ *Launching into Global Admissions: A Primer for Aspiring International Admission Officers*
 - ♦ *Career Progression for Enrollment Leaders*
 - ♦ *Empowering the Forgotten Middle: Executive Function in College Admissions*

In addition to engaging with a wide variety of seminars, presentations, workshops, and panels, our attendees have access to several Special Interest Groups (SIGs) where they can further network and cultivate solidarity. Numerous receptions and an exhibitor hall are also available and will allow your staff member(s) to make even more impactful connections.

REGISTRATION, LODGING, & PLANNING

Full details are available on our [conference website](#). We understand that any major professional development opportunity is an investment — and we believe the WACAC Annual Conference is well worth it, both in terms of staff training and institutional return-on-investment.

If you or your staff member have any additional questions about attending our conference, please don't hesitate to reach out to us directly at wacacconference@wacac.org. We are always happy to elaborate!

Warmly,

Chris O'Sullivan

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Conference Chair

Western Association for College Admission Counseling

