



# CALLING ALL PARENTS!

## How to Pay for College Workshop



**SPACE IS LIMITED - REGISTER TODAY @ [www.RCSDK12.org](http://www.RCSDK12.org)**

**Join us for this FREE event!**

Equipping parents to help their student attend college

Refreshments will be served

Childcare will be provided for ages 5-12

**Monday, November 14, 2016**

**6 p.m. - 8:30 p.m.**

East High School  
1801 E. Main Street,  
Rochester, NY

Founding Sponsor



National Sponsors



FedEx.

Local Sponsors





**8:30am - 9:20am**

### **Check-In & Registration Opens**

#### **Galleria**

Meet UNCF Admissions Representatives and learn more about applying to HBCUs

**9:30am-9:50am**

### **Welcome**

#### **Empire Hall South**

**Paulette Jackson**, Vice President of Development, UNCF

**Adam McFadden**, South District Councilman, City of Rochester, NY

**Lovely A. Warren**, Mayor, City of Rochester

**Barbara Dean Williams**, RCSD Superintendent

**Van Henri-White**, RCSD Board of Education, President

**10:00AM-10:15AM**

### **Opening Keynote**

#### **Empire Hall South**

**Sponsor: Target**

**Carlos Ojeda Jr.**, CEO, CoolSpeak

**10:00am-10:45am**

### **Preparing for College Panel**

#### **All Students**

#### **Empire Hall South**

**Presented by: Wells Fargo**

**Moderator: Carlos Ojeda Jr.**, CEO, CoolSpeak

This session provides an interactive discussion about preparing students for the steps required to successfully make it to and through college.

**10:00am-2:05pm**

### **College Interviews (By Appointment)**

**10:00am-10:50am**

### **Success Through Scholarships**

Empire Hall South

Sponsor: Fed Ex

O'Shaughnessy Auditorium

*Yvonne Nash, Relationship Manager, UNCF*

UNCF teaches and disburses information about our more than 400 scholarship programs that help students and parents in financing education. This Session includes tips on completing scholarship applications and helps with finding additional funding sources.

### **Paying for College**

Empire Hall South

Sponsor: Wells Fargo

TBD, Wells Fargo

Join us for an interactive session discussing ways to pay for college through free money and financial aid.

**10:55am-12:15pm**

### **LUNCH AND TOUR ZONE**

Empire Hall North

All-access Pass for College and Career Readiness featuring HBCUs, sponsor representatives and local organizations.

**12:30pm-1:30pm**

### **Girl Talk: Imagine a Future**

Empire Hall South

Sponsored by: P&G

*Moderator: Ashlei Stevens, Senior Communications Manager, UNCF*

Young women are forced to look to mainstream media for images of beauty, often leaving them confused and disconnected. This session helps young women define beauty for themselves, breaking down the perceived barriers of beauty and allowing each attendee to uncover the beauty she holds within herself.

Monday, November 14, 2026

8:30am-2:00pm

Rochester Riverside Convention Center

123 East Main Street

Rochester, New York

**12:30pm-1:30pm**

**Tied to Greatness: Mastering the Power of Your Image and Manhood to Achieve Success**

**Grand Lilac Ballroom**

**Sponsored by: P&G**

**Moderator: Dr. Alex Ellis, *Tied to Greatness, Inc.***

**Panelists:**

**TBD,**

**Carlos Ojeda Jr., *CEO, CoolSpeak***

**Louis E. King Jr., *Crisis Intervention Specialist, Center for Youth***

This interactive discussion addresses many issues facing young men and offers them encouragement and empowerment. Attendees will listen to the testimonies of a diverse panel of successful, minority male panelists, as they share their struggles and triumphs and learn how they dismantled the obstacles facing so many men today.

**1:30pm-2:00pm**

**Better Futures Celebration**

**Empire Hall South**

**Paulette Jackson, *Vice President of Development, UNCF***

College Admission Announcements and Scholarship Presentations