

Executive Board Retreat
Drury Inn – Fenton, MO
June 18 – 19, 2019

Present: Charlie Hungerford, Teresa Bont, Michelle Luraschi, Earl Macam, Jennifer Tanner, Mark Nothum, Rob Lundien, Melissa Millington, Jamie Staggs, Jill Brock, Adrian Liddell, Julie Kampschroeder, Joann Elliott, Alicia Saitta, Alicia Hollis, Lizzi Delaney, Gwen Tohill-Macam, Meredith Buschmann, Liz Majors, Tim Eggleston

Introductions (Charlie Hungerford) – Excited about working towards the future of MOACAC and what we can do going forward to invest in our association and its members. Association is healthy and vibrant. Exciting time to be part of the industry! Goal is to look forward over the next 24 hours to see what we can dream up and work towards over the next year.

Joyce Smith at NACAC is retiring. Wish her well and are confident NACAC will find a suitable replacement. She has been wonderful to work with in the past years.

We will have call with Edward Jones rep regarding our account at 2pm today.

Looking for high level overviews of committee reports. Nothing too indepth. Trusts that you do your job and he doesn't need to oversee that too closely. We may have some questions, but hope to hear what you've accomplished and what your goals going forward might look like.

At dinner tonight, you will be assigned to a topic regarding MOACAC and looking for input and ideas from you on strategic plan issues.

We will adjourn tonight at 8:45 or so. We will re-convene tomorrow morning at 9am. We will also attempt to do membership renewals tomorrow for the board and make sure everything works before we roll it out on Thursday, June 20th.

Committee Updates:

Admission Practices (Teresa Bont) – Ensures MOACAC is following NACAC code of ethics. There has been no resolution to the DOJ investigation. We are hoping to get back into compliance with DOJ and the code of ethics. So far in MO this year, it has been quiet. There was really only one issue that escalated to the national level. Three people or so have had questions over the year seeking guidance on issues. All were resolved on their own. There is a form you can fill out with concerns. Wants guidelines for college fairs also posted on website this coming year.

Bus Tour (Jennifer Tanner) – The bus tour starts July 14-18. Eight schools in MO are on the list. They will start in STL and end up in Kansas City. Heather Brock is coordinating with the STL schools and Jen is coordinating with the KC schools. We advertised via HECA and IECA. Was also on NACAC listserv. Julie or another president will also be in attendance at the kickoff at the Drury Inn in St. Louis to welcome the Registration closed last Friday. Mizzou not being on the list looks like it might have been a deterrent for those to attend. 13 are independent counselors and 3 are high school counselors. 16 total for the tour. If you know have someone who really wants to come, you can let Jen know and they will take on the extra person. Details are finalized and look good. Next year will not have a Show Me Tour. We will have a counselor tour for MO high school counselors next year. Adrian suggested College Greenlight to tap into as a potential list of interested attendees who are CBO's or NP organizations.

Government Relations (Peggy Fitzgibbon not present-reported by Charlie) – We did not host a MO Legislative Awareness Day but group did go to Washington DC for Legislative Awareness Day there. Visited with all but two of the MO constituents. Earl added that other affiliates do advocacy work on the Hill. We might want to consider partnering with others (MSCA, etc) to make our voices heard).

SSCO / MSCA (Rob Lundien and Melissa Millington) – Phase 1 is MSCA partnership. We also have outreach and social media component to get word out to members and those in hard to reach areas. Will be providing New Counselor Institute with information this summer regarding MOACAC. We advertise to mid-MO counselors especially for CUBE because they are new. All social media you see posted, Rob does. You are welcome to submit whatever you'd like posted to Rob. Also sponsored education CEU/credit opportunities with Lindenwood for our last conference. 8 took part in it. We may look at partnering with Baker University for the GPACAC conference. Melissa and Rob will be visiting those grad programs that train counselors to get the word out about MOACAC. They are also looking for someone to do 1-minute elevator speeches to put on website to stir up volunteers. We will have 9 presenters at MSCA this fall! (Up from 7 last year) to talk on college topics. The MOACAC social will be Sunday evening if you can come by! We have enough donations from last year to carry our raffle for this year! Charlie offered to get the food, etc. again this year to host social.

****Edward Jones Call****

After much researching, decided to work with Ed Jones. Several months ago, \$140,000 was transferred to EJ. The goal is to have some set aside in safe/guaranteed investments and some investments in risk that will allow our money to grow at a higher rate. After assessing risk vs. return, we fall into the middle as far as risk spectrum. Kurt reviewed portfolio set up. 40-50% in income; 30-45% in growth and income/and 5-15% in growth investments. Less than 5% will fall in the aggressive category. Expected return is 4.5% to 6.5% per year. We have two accounts at EJ. \$25,000 will be in CD for safe investment. Can renew as we see fit or tap into it if we need cash. Whoever is authorized to be on the account will be able to manage it. The EJ rep is not the sole decision maker. In order to make a change, the rep may make the suggestion for a change. The treasurer and/or president will make the final decision on any investment changes.

There are no commissions or transactions costs. There is a 1.35% management fee. That means every month, there is a fee deducted (annual fee divided by 12) to have EJ manage the account.

Liz added the fiscal committee will ultimately be the ones who will decide how the investments are handled going forward. They will use the fiscal policy to guide them.

Membership (Lizzi Delaney and Alicia Hollis) – We have 735 members currently in our system as we move to Memberclicks. 367 are college side with 300 high school side and other types of memberships round out the numbers. We are happy with the equal representation. Excited about the change to Memberclicks. Last year, Lizzi and Alicia did glossy postcards to send out to hundreds of counselors across the state to increase membership. Saw a small jump in membership after that mailer. Would like to discuss tomorrow to see if it is practical to do this or if we should go a different direction based on costs. Alicia reported Rob was helpful in creating strategic lists for mailings.

Inclusion, Access, and Success (Adrian Liddell and Amber Mitchell) – IAS Conference at Maryville this spring went well. One debacle was a speaker that didn't show, but was able to get his presentation and

make it go. The Jefferson City one was cancelled due to tornado. They would like to add a 3rd IAS next year—west side of state, east side of state, as well as mid-MO. Would like to find a way to get more people involved and help more folks. Scholarships – awarded 5 / \$1000 scholarships. Would like to add to the pot and give out more scholarships in the next year. Would like to reach more people whether via IAS conferences or getting folks to college fairs. Have extra gift cards from IAS this spring. Joann will hold on to those for IAS to use next year.

Professional Development (Gwen Tohill-Macam) – Tools of the Trade is Aug 5-6 at Stephens; KC Cube Aug 27th; Mid-MO Cube at CMU; STL Cube at Lindenwood on Aug 28th. CCI at Rockhurst on October 21. All of these are zero dollar bids!! Looking to keep costs the same as last year. Members will be free if they pre-register; Non-members and walk-ins must pay \$15 (HS side); for college side CUBE \$75 for reps plus \$10 for additional. The mid-MO CUBE was \$50 last year. Should we involve GPACAC with KC CUBE or CCI this year? Anticipating more vendors for CUBE, are we comfortable with keeping them at same price as colleges (\$75)? What about CBO's? What should for-profit institutions pay?

Annual Conference (Alicia Saitta and Jill Brock) – Conference will be at Intercontinental in KC. April 5-7, 2020. Look out for conference co-chair counterparts who will send out an all call for conference committees. Might be out around July 4th. Nikki Hostnik will be meeting with Alicia and Jill to walk them thru the process. There will be a November walk-through for the committees in KC.

College Fairs (Jamie Staggs and Michelle Luraschi) – East Central had most students at their fair! The MO Western and Rolla school fairs had GREAT first fairs. We really need help to build the KC and Maryville Fairs. These are both spring fairs. We will be working hard to build both of these fairs. The KC fair did increase considerably from last year, but we still need to build it. Discussion revolving around the location for the KC fair and how to better serve the students/families in this area. Would like to implement new things for this year include increase marketing and signage. Would like to do yard signs that include snap chat to scan with phone along the way! Add the college toolbox behind the membership wall on the new website. This will help those who are new to hosting a fair. We are trying to figure out how to encourage schools to join together and get funding to bus students to get the ball rolling to promote creation of regional fairs. To make the fairs more affordable for colleges, the pricing bands were re-worked and there is about a 20% drop in price from last year! We have grown from 11 to 15 fairs for this coming year!! Fairs are set to launch July 1 for this coming school year! Dan from Strive Scan will develop the registration process for us again this year. We need to connect with Dan to get him a log in and access to load forms. We need a bill/invoice from Dan in order to pay him (per treasurers).

Technology (Mark Nothum) – Made decision this past fall to move from Firetoss to Memberclicks. We are set to go live tomorrow with opening membership renewal. After they moved over the content, we went thru and made sure everything was there and moved correctly. We changed the website over to MC this past weekend. We have a lot more control to change out information as we have upcoming events, etc. This will help us communicate with our members better. It will eventually help us out in other areas so we can eliminate our contract with Mail Chimp. Other benefits to Memberclicks include pre-populating forms you may have to complete. Take a look at the website overall and let us know if you see any errors. Welcome email is set to go out to membership at large this evening (June 19th) around 8pm and then membership renewals should start populating and going out tomorrow. Joann walked everyone thru a trial email test and renewal process. This went successfully and she contacted

Memberclicks to complete the automation process so we can begin the renewal process beginning June 20th with event registration for fairs and Tools of the Trade opening up on July 1.

Treasurers (Tim Eggleston) – We are in a position now to start taking money and re-investing it back in the membership. We are looking to first contribute to our rainy day fund, invest in our Ed Jones account. We will then take 10% of our net to allocate money to various causes such as scholarships, etc. Don't feel we are able to offer a renewable scholarship as suggested by IAS. This is due to following NACAC's model as well as we don't want to adversely affect a student's institutional award for subsequent years. Charlie encouraged conversations with various financial aid offices to see if there is something that could be done so we can help students. In addition to IAS scholarships, money will be allocated for government relations (for both HS and college side folks to attend advocacy days, etc). Money will be allocated to PDC for professional development for individuals to attend conferences and programming, etc. Treasurers also reported on college fair pricing for the 2019-20 school year. Moving to Quickbooks in July. Will be working with the accountant to set up the categories, etc. to align with what we use in Memberclicks, etc. IAS would like to entertain the idea of having a scholarship gala as a revenue generator for future cycles. Earl called for a vote to approve the budgets. Budget was unanimously approved by the Executive Board.

Governance & Nominating Committee Update (Earl Macam) – There is a committee with Earl Macam, Jill Duncan, Todd Burrell, Chat Leonard, and Debi Hudson to that will be charged to create a slate of nominees for various positions based on self-nominations or nominations in general. Nominations will open later this fall. This notification went out to the general membership via the 2nd quarter newsletter. Noms will be open for a substantial time period so people have time to nominate various individuals. From here, we will have a contested or uncontested election based on how many are nominated. The goal is for the nominations to stay open until December. Doing so will allow time for nomination committee to set up slate prior to conference. Awards will also be part of this process (Rising Star and Peggy Clinton awards).

Goals for MOACAC – Think about this...dream big...think about in regards to budget we have and considering these items:

- 1) Membership – Increase our numbers; continue to market benefit of membership
- 2) Income – Some sources such as college fairs will level off while other revenue generators like bus tours ebb and flow
- 3) Conference attendance – what can we do to grow conference attendance?
- 4) Resources – offerings behind the membership wall; how can we connect counselors with mentors or someone who is an expert in a given area? How do we offer support for regionals?

If you were given a \$1000 to your committee, what would you do with that? With 10K, 30K....How would you invest in your committee and services it provides. Please think about what you would do...We will discuss your ideas and suggestions at the November Executive Board meeting.

As far as discussions from last night's dinner, the presidents will meet and discuss what this might look like put into action based on the ideas you brainstormed and reported to Charlie.

Strategic Plan (Earl) – Take a look at the report Earl sent. We need to flesh out some of the discussion and see where we want to go. This will be a discussion at the November board meeting

as well as perhaps earlier to formulate a plan of where we want to go. Julie did propose that, based on our bylaws and strat plan, that we bring back the Communications person/committee into the fold to do things such as the newsletter, communicate with the media, etc. While Rob is handling the social media aspect, we need someone who can help with the other pieces of this. Earl reported that it was agreed at the March meeting that we should re-generate this committee. Julie will investigate possible individuals to be in this position. Jen suggest two people—one internal facing and one external facing. From there, those individuals could have their teams if needed. Earl reported that over the next six months we can work on this more, then we can execute our strat plans.

MOACAC Swag – Earl shared the link for exec board members to purchase MOACAC swag/gear.

Meeting adjourned at 11:50am