

MOACAC AFFILIATE MEETING
NACAC (Louisville, KY)
Thursday, September 26, 2019
4:45-6:15pm

Welcome and Greeting Charlie Hungerford

Charlie brought the meeting to order after introductory remarks.

Past-President's Report..... Earl Macam

Affiliate surveys are just about ready to go out as we develop a new strategic plan. Will have more on governance reporting later in the evening.

Committee Reports..... Charlie Hungerford

Admission Practices (Teresa Bont)

Interesting year based on changes coming to NACAC. Will defer to Mark Steinlage at the end of the meeting to address CEPP. She introduced and thanked MOACAC's own Carolyn Blair who was a member of the NACAC Steering Committee on Admission Practices. This committee worked tirelessly to recommend changes to the Statement of Principles of Good Practice that become the Code of Ethics of Professional Practices. Members of this committee, including Carolyn, were scrutinized relentlessly as part of the DOJ investigation.

Communications Committee (Ivy Hartman)

The Communications Committee is being reinstated. It has a three-prong approach to helping market MOACAC.

1. Social media presence- with streamlined branding and professional content that generates followers, likes and shares. Sami Thomas of K-state is heading up this initiative and has put together a Google Form for anyone to share ideas, events, photos or videos that should be posted on FB, IG, Twitter- bit.ly/moacacsm
2. A quarterly newsletter- including relevant information for members. Aaron Cook of Mizzou is working on this. Look for the first newsletter to come out soon. If you have something you want included feel free to email it to Ivy Hartman or Aaron Cook.
3. Local media- highlighting events open to the public that are MOACAC sponsored or have a MOACAC presence, adding our professions depiction of relevant national news stories related to current events (like Varsity Blues, etc), and getting a regular, weekly presence on print or broadcast media as it relates to college planning. Beth Collier is working on press releases and these partnerships with Ivy. Feel free to contact one of them with local media contacts or ideas for topics. All of this would be vetted through the MOACAC President's.

This is exciting and new- our goal is to streamline communication so that it is concise, consistent (in branding) and maintains relevance to current events and social media users. We appreciate constructive feedback and patience as the first year gets underway- so far we are off to a great start!

Conference (Charlie)

Those that indicated they would serve on a committee have been emailed and will start to receive meeting invitations to start the planning process. Budget has been approved with GPACAC/MOACAC. Registration site will be up November 1st. Thanks to Mark Nothum for his upcoming work on the creation of it all. Things are moving along and we appreciate the patience of GPACAC. Will be held at Intercontinental Hotel In KC.

Government Relations (Peggy FitzGibbon)

Lobby day for legislation. We can't pick it, but generally held in January. The more people we can have attend, the better we can be represented.

National Lobby Day for legislation is Advocacy Day. Utilized some of the budget for additional representation. You will receive more information on this later.

Some issues are public HS counselors, under-represented populations, etc. are

The weekend of March 9th will be the Advocacy Day in DC.

Inclusion, Access & Success (Charlie)

Hosted IAS Conference in St Louis in conjunction with Maryville Fair in April. The fair in Jefferson City was cancelled due to tornadoes. Looking to head back to central MO, STL, and KC next year.

International Initiatives (Charlie)

Kyle has stepped down from this committee. No one has taken over this position yet. If interested, let Charlie know.

Membership (Lizzi Delaney)

- 708 Members (as of 9.16.19)
- This is up from this time last year but slightly down from our end-of-year '18-'19 cycle membership, 735

Membership Type:

- College Side - 50%
- HS Side - 40%
- Not-for-Profit - 9%
- Other - 1%

Membership Location:

- 75% of our current membership is from Missouri
- MOACAC is represented in 27 states (In April 2019, it was only 21 states)
- Top out-of-state membership states:

IL - 35 members

KS - 22 members
IN - 17 members
IA - 11 members
NE - 8 members
OH - 8 members

Professional Development (Erin Stein / Gwen Tohill-Macam)

Tools of Trade had 22 attendees at Stephens College who gave us a zero bid.

CUBE Conferences – STL had 170 HS counselors w/90 college reps (65 different colleges). Lindenwood was a great venue and did zero bid. Central MO had 25 for CUBE and it was held at Central Methodist University for zero bid. KC had 100 HS counselors and 90 reps with 62 colleges represented. It was held at UMKC for a zero bid. We had nearly 300 HS counselors in event; 81 of those were non-members.

CCI will be held at the end of October (21st). It will be held at Rockhurst University (zero bid). We are looking for presenters!!

College Fairs Committee Update (Jamie Staggs)

We will have 85 college fairs across Missouri this year. That's approximately 7 less than we had last year. This is good news because that decrease is the result of more collaboration where we have high schools hosting joint fairs, rather than single school fairs.

We have 15 Regional College Fairs (RCF) during this academic this year, which includes **four** new ones. We decreased our RCF price bands an average of 20% and so far we are seeing an increase in student and college participation at our fairs.

We increased our marketing for the college fairs via social media, a revised MOACAC College Fair Calendar on the website, and 70 new snapcode outdoor signs used to promote StriveScan registration for our RCF's. Plus, we added a **College Fair Toolbox** to our website which contains helpful resources for our college fair coordinators.

Michelle Luraschi and I are your College Fair Co-Chairs. We deeply appreciate the efforts of our amazing Executive Assistant, Joann Elliott, who does a lot of college fair preparation behind the scenes and we appreciate the dedication of our college fair coordinators from across the state. Together we can offer quality college fairs that give students access to valuable information.

[College Fairs Committee Update from Executive Board Retreat June 2019](#)

Secondary School Counselor Outreach/MSCA (Charlie Hungerford/Rob Lundien)

We are excited to have 4 great volunteers (all school counselors) for this committee!

In July, we distributed MOACAC membership materials and upcoming events information to 70+ new counselors participating in the annual Missouri Department of Elementary and Secondary Education New Counselor Institute.

Before the new Communications Committee was developed, we prepared marketing materials and public relations information for College Counseling Institute and the CUBE Conferences. This information was shared with school counselors through MOACAC's social media. In addition, we sent over 200 emails to area school counselors advertising these events. These events were also advertised through the Missouri School Counselor Association list-serve, Missouri Department of Elementary and Secondary Education Counseling list-serve, and through various social media school counseling groups.

This fall, we are gearing up for the 2019 MSCA Fall Conference, which is attended by over 1400 school counseling professionals from all around the state. This year we have 9 college counseling related sessions – this is an increase of 2 additional sessions from years past. Once again, we will host the popular MOACAC Hospitality Room (giving away MOACAC Koozies this year!). Throughout the conference we will have an exhibit booth setup in the exhibit hall – promoting MOACAC membership and giving away our popular MOACAC Goodie Baskets as raffles!

This coming spring, we will be promoting MOACAC to area school counseling training programs around the state, at various colleges and universities. We are also planning to have a school counselor's resource page on our website and we are in the works of planning out our first ever MOACAC Speakers Bureau!

Bus Tour (Jennifer Tanner)

Rebranded from STEAM tour to Show-Me Tour. Went to 8 different schools this past year. Had 16 participants from out-of-state

The opposing year will be counselor bus tour for counselors within the state of MO. Not sure if we will travel regionally or stay in-state. A survey will be sent later to gauge interest.

Technology (Mark Nothum)

Moved from Firetoss to Memberclicks—working great and will be cheaper! We can do all member registration for events, etc. on-site without using outside. You can find your invoices in your files! You will be able to renew your same account from year-to-year. Things are much more streamlined! Messaging and other factors are much more efficient. You will be able to start registering for the spring conference beginning on November 1st.

Treasurer's Report (Tim Eggleston)

Have moved over to QuickBooks. Very happy with that transition.

Treasurer's report attached: [Treasurer's Report at NACAC 2019](#)

Governance and Nominating Report (Earl Macam)

Recognized past exec board and presidential members.

Had a busy fall. Had to work to re-appoint a new president because of Julie Kampschroeder needing to step down. The committee was able to work to nominate Dawn Michel. Peggy Fitzgibbon was nominated as a delegate.

This is an open nomination for 2020. Feel free to self-nominate. Or, feel free to get on the website and nominate someone. We are looking for a president-elect (hopefully, from the college side). We need a treasurer-elect. We will be also looking for a high school delegate as Erin Stein will roll off. These are all three-year terms. If interested, hop on board!

We will be electing alternate delegates! Please nominate someone!

Chief Delegate Report (Earl Macam)

Assembly will be doing major work on Saturday. They will elect a president-elect and 3 board members. Peggy, Earl, and Dawn sat in 3-hour meetings on Wednesday to learn more about candidates. Earl presented slate of president-elect candidates. Left the floor open for any comments from members on the candidates. We have 7 candidates for three spots for board members. Earl opened the floor for comments on the available candidates.

NACAC Board of Directors report (Mark Steinlage)

Acknowledged that today's speaker missed the mark and the message has been heard.

On Saturday, will have chance to vote on new membership model. The past year has provided the board the opportunity to do a great deal of work following strong opinions while in Salt Lake City. In order to introduce new membership, you will need to vote yes to Article 3. By doing this, we could increase membership by introducing institutional memberships. If you are a proxy voter, pick up ballot at 2pm Saturday.

The DOJ investigation began in 2017 to determine if CEPP violated anti-trust laws. This Saturday, delegates will be asked to vote on 3 features of CEPP. Proposed for deletion:

1. Ending incentive for ED
2. Recruit students they know who attend elsewhere
3. Recruiting transfer students

Best course of action is to agree on consent decree to delete 3 provisions DOJ objects too. If we fight, we potentially could bankrupt NACAC because of money needed to fight it. If we do fight and lose, it opens up the opportunity for class actions suits to follow.

The vote will be published in widely read publications. After 60 days, the information will be sent to the judge. If you put anything in writing during this time, please be very careful about what you say. The DOJ says they have no problem with any other aspect of CEPP.

NACAC is looking for a new CEO, please let us know your thoughts.

Imagine Grant is important! We have a goal of \$15,000 to hit this year. Please donate if you can.

New Business

NACAC will host a college and career fair in KC in Spring 2020! Looking for volunteers! We will be only state with 2 STEM NACAC fairs.

Concerns with student:counselor ratios. The feedback will be discussed around October 21st in Jefferson City.

Closing Remarks

Enjoy the food and drink provided!

Motion to adjourn passed.

Ended at 6:30pm.