

MOACAC EXECUTIVE BOARD MEETING
FALL 2020
11.18.2020

- I. Welcome and Introductions (Dawn Michel)
 - Appreciate that everyone is taking time to be here today. It is a busy time for everyone.
 - We will have a guest speaker on Diversity beginning at 10am today.

- II. Past President's Report (Charlie Hungerford)
 - Will start working on leadership nominations/forms happening in December (president, treasurer, etc.) for the next cycle
 - I will bring everyone up to speed for policies and procedures manual later in the meeting

- III. Admissions Practices (Kyle Johnson)
 - [CLICK HERE](#) For Slides Regarding AP Timeline - Similarities and Differences
 - [CLICK HERE](#) For Guide to Ethical Practice in College Admission document (As of Fall 2020)
 - NACAC AP Committee working on strategies to educate members
 - 1. Submit ideas to me about how MOACAC can educate members

- IV. Bus Tour (Jennifer Tanner)
 - Should the bus tour happen this year? Things to consider:
 - Conference is virtual
 - Is it responsible for MOACAC to publicize an in-person event?
 - Colleges have slashed their budget
 - Will people be willing to travel?
 - Alternative option- virtual bus tour
 - Conversation revealed we should table any in-person bus tour in 2021 due to COVID-19 and its uncertainties. Important that we model good behavior. Also, it was discussed whether or not to have a virtual tour. Consensus was that everyone is inundated with virtual tours already so why reinvent what is already out there.
 - Jennifer offered her assistance to help in other areas since she won't be planning a bus tour

- V. Communications (Ivy Hartman)
 - New Hootsuite subscription allows us to post on multiple platforms. Email social media post requests to Sami Thomas, she can schedule them. If you know you have something coming up you can let her know now.
 - 1. Trent Fenwich, Murray State will join our committee to help with social media.
 - Are there topics we want to post on social media to generate discussion?

1. It is pretty quiet on SM until we get into pumping up the spring conference.
- Internal communication- I have handed this off to Joann for now.
 1. I am working to try and evaluate how other ACACs handle their communication.
 2. Goal: streamline internal communication so our members are not getting bombarded with multiple emails.
 3. One suggestion is to have a monthly newsletter vs a quarterly newsletter.
- Newsletter- December 4th email entries to Beth Collier before Thanksgiving.

VI. Spring Conference (Abby Jelavich / Dixie Williams)

- Virtual conference planned for 4/19-4/21 or 4/19-4/22 pending leadership approval - will be 3 or 4 days (confined to school/business day) with same content as prior Spring conferences.
- Planning on Zoom re: ease of use and cost.
- Committee has been formed and an initial meeting was held. Encouraging sub-committees to meet monthly and the larger group will meet monthly through April.
- More will be pushed to membership soon re: exact schedule, registration, proposal submissions & theme!
- Planning to reach out to those that submitted proposals for Spring 2020 to see if they want to re-submit (if content is still relevant).
 - Still working on some theme ideas and will nail down dates
 - Looking to have sessions held primarily in AM (except for Social)
 - Call for proposals will go out on December 4 -- needs to be loaded/linked to go live with a deadline for proposals of February 1, 2021
 - The main focus of the conference will be the educational piece with the other features reduced

VII. Government Relations (Peggy FitzGibbon)

- Annual DC Advocacy Day is cancelled. There may be a different format (virtual) coming.
- As far as MO Advocacy Day, the meeting offices are SMALL. We will need to do something virtually (through mail or email) to contact representatives. Otherwise, it will be too crowded!
- Can we put a link in the monthly newsletter to get people involved? This will allow ppl not normally able to get involved to be part of letter writing campaigns, etc.
- It was suggested physical mail would be a better course of action because emails received by reps might tend to be deleted.

VIII. Inclusion, Access, & Success (Amber Mitchell / Monica Nikolai)

- Braxton Rethwisch Scholarship with a more inclusion focused essay

- Students will be offered the option to upload a video this year for those who don't want to upload their essay (maybe put the winner's video on the website?)
- Inclusion Conference will be virtual this year, debating if we will do conference focused on students or conference focused on students, parents, and staff (membership)
- Anti-Bias Training-Working on training for exec board members in April? Look for more information forthcoming on that. We will also offer a book club as part of our anti-bias offerings to general membership.
- Should we add IAS topics to the conference or have it part of the Inclusion conference or both?
- IAS is seeking speakers--let them know if you have someone to suggest

IX. International Initiatives (Trisha Hasbrouck)

- Two drafts of the international travel grant will be submitted in January for approval.
 1. The \$1000 can be split between two winners, or the full amount can go to one MOACAC member for international college visits or recruitment.

If the scholarship option won't work for a counselor to travel due to COVID-19, what if we awarded the scholarship to an international HS student or a student who is going to travel abroad? Looking for suggestions!

X. Membership (Shelley Gerringer / Mary Giunta)

Administrative	2
College or University Reps	334
College or University Student or Faculty Members	5
College-University-High School-Independent Retiree	2
For-Profit Organization	8
Not-For-Profit Organization Professionals	23
Secondary Counselors and Consultants	244
Total	618
On October 5th, our Membership was 590 (which was 76% of last year)	
Today, our membership is 80% of last year (19-20 membership = 774)	

XI. Professional Development (Jenny Chism / Darren Meeker)

- CCI went well. Fairly normal registration numbers, but a little lower attendance rate on the day of. 64% of those who registered attended.
- Had some really good feedback about the pros of virtual and will take all into consideration for next fall.
- We will start planning for Fall 2021 once the new year begins. Kind of a holding pattern for the moment seeing what happens with COVID-19.
- Things to consider:

1. When do we make the call on in-person vs. virtual
2. If in-person, do we keep the same locations as planned for Fall 2020
3. Can we do a hybrid of virtual/in-person to hit more people?

With the success of virtual PD, do we continue to offer some of those next year? May need to discuss/see what the need is for next year as things unfold.

XII. Secondary School Outreach/MSCA (Melissa Millington / Chad Sisk)

- The Missouri School Counselor Association fall conference was virtual this year. Attendees will have 90 days to view all of the sessions submitted for the conference, including our college counseling sessions. Even though we didn't get face-to-face exposure, I believe more people will be able to view our sessions and engage since the sessions are available for the next 90 days.
- MSCA conference should be in person again next year and we will resume our 7 sessions plus hospitality room for Sunday evening.

XIII. College Fairs (Andrew Laue / Michelle Luraschi)

- Show-Me My Future Recap
 1. A HUGE Thank You to Everyone for your support and help!
 2. Program Final Report provided by StriveScan
 - a) Summary of registration and participation numbers; revenue of almost \$28,000; check coming from SS within 1-2 weeks
 - b) Statewide distribution of registrations
 - c) Most popular workshop topics: anything related financial aid/\$\$, college essay, college fit
 - d) Distribution of participants; 86% satisfaction rating
- Plans for the Spring
 1. At this time, we do not anticipate approving or sanctioning any in-person fairs for the spring.
 2. An exception could be made for the St. Louis Regional fair in late April, depending on Covid situation.
 3. We are evaluating options being offered this spring by StriveScan. This includes a "6 x 6" program, which was positively executed by other S/Rs in the fall. With the 6 x 6 format, the amount of program days would be reduced and MOACAC would not need to provide facilitators. We do control how schools are grouped together.
 - a. If you have ideas on how we might group 6x6 or further structure spring fairs, please let Andrew/Michelle know.
 4. We are also looking at ways to incorporate offerings that would be targeted towards transfer students.

XIV. Technology (Mark Nothum)

- Registrations for MOACAC Events have been running smoothly
- Show-Me My Future recordings hosted by StriveScan can be accessed on our site
- YouTube account; Although it has been delayed, there will be a new MOACAC YouTube account created in order to post videos to the MOACAC site.
- As your committee comes up with updates for the programs/events you oversee, please send that information to me so I can update the website.
- Will begin working on Annual Conference registration and session proposals soon, as well as assisting with planning for virtual platform if conference is virtual

XV. Treasurer Report (Meredith Buschmann / Tim Eggleston / Lindsay Tobin)

- Current funds as of October 30th:
 1. Checking- \$222,690.75
 2. Money Market- \$76,036.79
 3. Paypal- \$15,399.25
 4. Edward Jones- \$145,343.39
 5. TOTAL- \$459,470.18
- It continues to be a quiet year with no major splurging. Our goal for this year also continues is to be fiscally responsible and assess where we can save money. We are also continuing to monitor the budgets and make adjustments as needed on a monthly basis.
- Our commitment is to still fully fund IAS since it directly impacts students financially, college access, students of different socioeconomic backgrounds and diversity training for our executive board.
- If your committee (IAS, Government Relations, PDC and Conference) was awarded a MOACAC grant, please check in with the Treasurers if you have questions about using any of your remaining funds. We understand things still remain unknown at this time (i.e. Advocacy Day)
- Our biggest source of income so far for FY 20-21 has been from Membership and Show Me My Future.
- Our FY 19-20 taxes were just completed last week! Thanks to QB, it was much more efficient and quicker this year to get our taxes done. We also saved money because of QB, too.
- Edward Jones- we have decided to roll the funds from the CD that expired earlier this fall into our regular investment account. Tim and Charlie continue to work with our Advisor at Edward Jones to ensure we have a diverse portfolio. They have also discussed moving money from our regular money market account at Commerce Bank into our investment account at Edward Jones since interest rates are higher. The idea is to let our funds work for us instead of sitting in a low interest money market account; especially in these days of no income generating

activities.

XVI. New Business (Dawn Michel)

Policies and Procedures Manual (Charlie) - After updating new bylaws, we will begin work shortly to put together a Policies & Procedures manual. As an exec board member, you will be asked to help Joann & Charlie complete the needed manual by supplying information regarding your board position. Doing this will help us to drive our affiliate in the right direction and be more effective. Our goal is to have a draft of this ready by spring conference. We will likely start pulling things together and asking for information from you beginning in late December or early 2021. The committees and job descriptions will drive a lot of the content for this manual.

No additional new business.

Meeting adjourned at 1:18pm

/je 11.18.2020