**2020 MOACAC RETREAT MEETING MINUTES  
Virtual Meeting, June 15-16, 2020**

**Introductions** – Dawn had everyone introduce themselves and welcomed them to the board. Reminded everyone that we appreciated their service especially during COVID-19 which dramatically impacts our revenues and our ability to connect. Thank you for your flexibility.

**NACAC Updates** – CEPP document is transitioning to a best practices document. The training presidents will go to the end of July will allow them to see the document. GWI is virtual. TDI is cancelled. NACAC national fairs may be virtual for this fall depending upon CDC recommendations. We anticipate decisions regarding NACAC conference coming later this summer. Angel Perez is the new CEO for NACAC. There are six work groups within NACAC now. If you know someone interested in these roles, please let Dawn know as it could give you an opportunity to be involved on a national level.

**All Exec Board Members**: Need to complete a Conflict of Interest form (send to Meredith) and you MUST be a member of MOACAC. Please renew in July!

**Admission Practices (Kyle Johnson & Teresa Bont)** – Taking a ‘best practices’ approach going forward. This committee is usually pretty quiet. Fielded a few questions, but no action really taken. Website is up to date and in line with NACAC.



**Bus Tour (Jennifer Tanner) –**

There are two bus tours—Show Me State Tour is usually IECs who want to learn more about MO schools while the MOACAC bus tour is for HS counselors.  
Past business: There were only 2 people registered for the counselor bus tour when we made the decision to cancel. I am certain the low registration was due to COVID-19. The only money we lost was $150 that we paid to the bus company as a deposit.

Future business: After discussion with the Presidents, we decided that we would continue with the Show-Me Tour for Summer 2021. There will not be a counselor bus tour next summer, which means the next one will be in Summer 2022. To clarify to everyone, the Show-Me Tour takes place in Missouri and the counselor bus tour typically goes out of state. I have been keeping track of counselors who email to express interest, so there is a list of 8 counselors (7 of them IECs) that are interested in attending the next Show-Me Tour.

**Communications (Ivy Hartman)** – Compiling a best practices document for social media in case anyone wants to use our social media account for the day. In light of COVID, began MOACAC Monday Meet-Ups. They have been well attended. Have been sending out communications/PR items to members via emails. This is in addition to the quarterly MOACAC newsletter. Twitter accounts has 1128 followers! On Instagram, 243 followers, most are 25-44 and most are female. The KC region is most active on Instagram. We also still have a FB account. Reach out to MOACAC Communications team to help boost your events! To share newsletter submissions and social media post requests, please go to: bit.ly/moacacshare



**MSCA (Chad Sisk)** – Will continue to work with MSCA to co-host events at the MSCA conference in early November. We had a large presence at MSCA Conference including a table, raffles, and 9 presentations on college admissions. We also hosted the hospitality room at this event as well (very well attended). We expect to have 7 presentations at 2020 fall conference. Unsure at this point the format that the conference will be held this fall. Because of budget cuts and COVID-19, we will likely not have a raffle this year but will raffle a membership and/or conference in lieu of raffle swag items.



**Govt Relations (Dawn-Peggy not present)** – Working hard to plan future legislative events.

**IAS (A. Lamar Liddell, Amber Mitchell, Monica Nikolai) –**

Several events were planned (with good enrollment!) for IAS conferences but had to be cancelled due to COVID-19. We had several Braxton Scholarship winners this year and we are also awarding two additional scholarships this June.



**Membership (Shelley Gerringer/Mary Giunta)** –

**Old Business**

* Membership revenue for 19-20 was budgeted at $18,000 but the actual revenue from the Treasurers' Budget Report was $18,605.
  + It is possible that this number has grown since the last reporting.  Based on current membership numbers, the revenue should be $20,045
  + This revised number would represent an INCREASE in revenue of 2.55%
* Membership has increased each year for the past three years, between 6 and 9% growth each year
* Currently 774 members

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| --- | --- | --- |
| **Year** | **Members** | **% growth** |
| 2016-2017 | 621 |  |
| 2017-2018 | 678 | 9.17% |
| 2018-2019 | 726 | 7.07% |
| 2019-2020 | 774 | 6.61% |

**New Business**

* We are expecting a decrease in membership again as it becomes a struggle for colleges and high schools to be members while they have a shrinking budget. We are expecting around a 60% participation with a revenue of $10,000.
* Our budget will remain at $800. We put the majority in marketing materials to help boost those numbers
* Plans to increase/maintain membership
  + We will be working on an Infographic to show the importance of paying for membership early and what they will get as they travel through the school year in MOACAC. Hope to have it together to send out via email by July 1st.
  + We want to highlight the value of MOACAC membership, especially during the uncertainty of the next year with COVID restrictions
  + We may develop plans to identify and market MOACAC membership directly to prospects that do not join or renew
* It was also discussed having every event being behind the membership wall only and no non-member participants.

**International Initiatives (Trisha Hasbrouck) -**

* Update the MOACAC website with links to resources for international students studying in the U.S. or students who wish to study internationally
* "One-stop-shop" for document links and necessary steps for college admission
* Update MOACAC site with information about GAP year programs and various university policies
* Partner with U.S. universities that have international campuses for counselor fly-in opportunities
* Proposed budget would be used to supplement MOACAC members international college visit travel
* Two or three grants would be given to MOACAC applicants

**Professional Development Committee (Meeker/Chism):**

* 2020-2021 Updates:
* For CUBE, we are looking into the possibility of having one MEGA CUBE with all MO counselors and attending reps on one call (if the platform would support that) We are going to look into the best options regarding sites to use, pre-recorded webinar, do we need to send anything to reps/counselors, etc. Could be fun! We would also look at moving the commitments for this year to next year, and having stuff locked in a year in advance. (MEGA CUBE will likely be in that September 2-3 time frame.)
* CUBE -
* KC - Plan is to be at William Jewell (Most likely will end up going virtual). Darren went for a site visit, previously planned with Brian Haines. No one passed it on that Brian left Jewell in May, so didn't actually get to tour the facilities
* STL - No location locked down as of right now  
  Mid-MO - Will be moving to every other year. This year will be the off year and Mid-MO CUBE will be back in fall 2021.
* CCI - Plan was to be at Webster, but...Again, potentially going virtual, as many people have already expressed their institutions hesitancy regarding travel this fall. Same as CUBEs regarding looking into best platforms to use. Is anyone interested in presenting at CCI? Any topics you believe would be worth discussing, especially in these unique times?
* Tools - Never finalized a location but will most likely be virtual as well. **If you would be interested in presenting, please let us know.**

**Spring Conference (Dixie Williams)** –

* Meeting with Mary Beth to go through proposals for conference locations in St. Charles MO. Setting up some walk-through appointments with conference site hotels on June 18 or 19.
* Had lengthy discussion with MOACAC leadership regarding virtual vs. in-person conference, because of COVID 19 safety concerns and now major budget constraints, resulting in many not being able to travel or attend conferences.
* Moving forward with in-person plans for now, will assess and decide at a later date, but will work on contract language to protect MOACAC. Budget has been submitted for review. This would be impacted greatly if we go virtual

**Technology Committee Update (Mark Nothum):**

* Most Exec Board members have, but in case you haven’t, please send me your headshot for the website.
* Will be working with Joann and Memberclicks to prepare for the flip to next membership cycle. Current members will receive an email with a link to renew their memberships. Need to finalize with Memberclicks when that is happening
* Committees on website: By using the committee feature on the website you’ll be able to handle basic committee business through the website. You’ll be able to send messages to your committee, and most importantly, store committee files on the website. I’ve created the committees, and have added chairs/co-chairs to their committees. Just let me know the members of your committee, and I can add them to yours, IF they are MOACAC members. The system won’t let me add prospect accounts to committees (member benefit). At the very least I believe it should be used to store committee files so we are able to keep everything under one roof (similar to my goal of having all forms through the website), so we don’t have to figure out “who owns this Google Form/Doc/Sheet?” and no information will be lost as one committee chair rolls off, and another takes their place. If time, demo what this looks like.
* [Conference App](https://www.memberclicks.com/conference-app): Memberclicks has ability to create a conference app for their clients. If you attended NACAC last year, it is the same concept as that. We’ll be able to use our membership database, and they’ll be able to use it to customize their itinerary, take surveys about presentations/sessions, as well as the entire conference. It will also be able to display a directory of attendees, speakers, and sponsors for easy referencing. Lastly, it does have the ability to be used to display sponsorships. Cost is $2,500 plus a $250 set up fee. We can request a demo from Memberclicks to see if it would be a good tool for our membership at conference. It wouldn’t have worked in 2020, since we wouldn’t have been able to merge GPACAC and MOACAC’s databases, and we didn’t have enough time to create it in 2019 with the launch of the website. I have added the costs to my budget in case we decide to implement the conference app.
* Regional College Fairs: Will work Dan Saavedra again once College Fairs Committee determines the best course of action for the MOACAC RCF’s.
* PDC: Will need to work with PDC for forms for Tools of the Trade and CUBE. Will be able to lose last year’s as a foundation. Additionally, I want to update the site’s info on the major PDC events (CUBE, Tools, etc.) as well as the calendar.

**Regional College Fairs (Andrew Laue and Michelle Luraschi)** –

We will not go live for registration on July 1st. We need to update the website to reflect this. Planning fairs has been a challenge due to COVID-19. Our plan is to transition to all virtual fairs this fall with the help of Strive Scan. Last year’s events were well attended both by colleges and students.



**Goals for the upcoming year (Dawn Michels)** –

3 goals – #1) Keep our members connected (Monday Meet-Ups, College Fairs, webinars, etc). We will be doing a member survey to see what members need during these challenging times. If you have questions that your committee would like to have answers to, please contact Dawn to have info sent out. We will be sending membership survey by the end of June. #2) We need to work to continue our fiscal strength in the next year. #3) PD and IAS will have a strong focus this year and it all ties back into the mission of our advocating for students—removing barriers as well as providing members with tools to do their jobs to the best of their ability.

**Treasurers Report (Meredith Buschmann)** -

Historically, college fairs were our biggest revenue stream. We will see a big decline in funding due to coronavirus. The treasurers will be monitoring revenue streams and budgets on a quarterly basis so we can better serve members. Most of our revenue stream comes in at the beginning of our fiscal year due to membership and college fairs. We will have a better idea of what numbers we have once this starts to develop. Our goal is to be fiscally responsible. Wanted to give thanks to previous treasurers Kyle Strothmann and Liz Majors for their foresight in the need to invest in Edward Jones to grow our financial base. We have invested in an EJ CD for the amount of $25K. That money was set aside for ‘rainy days’ or an endowment to carry us for members. Because of the current situation, we will take the $25K and roll it back into our operating fund. We plan to continue offer grants to IAS, Govt Relations, PDC, and Conference. We will reassess spending month-to-month. We are welcome to conversation so please contact treasurers if you have questions regarding your committee budget or how the money is being distributed within the organization.

We want to keep the focus on IAS going forward including diversity training going forward. While our budget doesn’t look great now, our rainy day fund will help us. If we didn’t have the $25K transfer from the EJ CD, we would have had a negative net revenue of $50K instead of $25K.

Fiscal year will begin again on July 1. Treasurers will send out final budgets to committees following this retreat.

We look to have $140K-$150K in our EJ investment account. After a certain amount of time, we will be able to draw off that account and fund more IAS, memberships, etc. We are hoping after this year we will be able to return to more normal operations.

NACAC recommends we have 150% of our operating budget in reserves. Last year, we had an operating budget of $250K. Ideally, we would have $375K in reserves.

The change to Quickbooks has been a game changer both as a time saver and money spent on accountants.

There are a lot of unknowns for upcoming events including NACAC.

Treasurers reviewed revisions for each committee’s budgets:

**Presidents** – Presidents’ budget was cut from $23.8K to $16.5K. Looked for savings where events may be virtual instead of in-person. We did reduce costs for line items revolving around NACAC and anticipate lower attendance if it is held.

**Treasurers** – Cut budget from about $5K. Some of this is due to accountant savings because of going to Quickbooks. If NACAC doesn’t occur, that will cut a line item. If NACAC is held, maybe only fund two for travel rather than all 3. Not everyone knows if they will be able to travel to coronavirus.

**Bus Tour** – Because it is a year away, we felt comfortable leaving it ‘as is’ hoping things will be back to normal. Next year will be a Show Me Bus Tour. We are unsure of what revenues might be based on restricted budgets and/or travel restrictions based on institutions.

**Admissions Practices** – Keeping their $10 budget for mailings 😊

**College Fairs** – Anticipate a drop in revenue from about $100K to about $27K based on coronavirus. This revenue base is also assuming we sell out our sessions. Anticipate costs being drastically reduced by going to virtual fairs.

**Conference** – Hoping it can be held in person since it is so far away. However, we do expect a smaller event. Numbers were adjusted accordingly. Can we negotiate a smaller block of rooms? On a single affiliate conference (odd years), we aim to break even as opposed to make money like we tend to do on a joint conference.

**Government Relations** – This is generally a spring (second semester) event, but wanted to stay optimistic that it will happen as planned. Budget stays the same.

**IAS** – Plan to fully fund including diversity training. GWI is virtual and that will save some money. Funding is still there for all three IAS chairs to attend the virtual GWI.

**Membership** – Anticipated that membership will drop to $10K in revenue from $18-20K this year. Expenses for supplies, etc. were kept the same.

**NACAC Delegates** – Unsure what will happen with NACAC Conference, so we will play by ear.

**PDC** – Projected revenue of $10K with all events being virtual and less expenses as well.

**Technology** – The two big expense savings come from payment transaction fees (since those will go down) and for college fair PayPal fees for credit card use. Like the idea of the conference app, but maybe not this year with everything else going on. We should be able to get MailChimp eliminated and that will save us money going forward. Jotform was used for regional college fairs—maybe change to a free account during this time. Will likely need to up Zoom account with everything going virtual.

**International Initiatives** – With it being a brand new committee, we will be starting with $1K budget for this year and hopefully can grow it from there.

**MSCA** – Unsure if conference will occur, but it will be smaller regardless. A $1K budget for brochures, social, etc.

**Communications** – $1500 budget as committee begins to grow. We will be relying on them to help with communication this year given the current situation in the world.

**Grants** – We will take $15K (based on NACAC equation recommendations) and give IAS $5K, PDC and Conference each $4K and Govt Relations $2K.

**Past President Report (Charlie Hungerford**) – A big item right now will be reorganizing bylaws. Charlie is almost done with the revisions of the bylaws and has been working with NACAC. The changes to the bylaws will be substantial. Hopes to send to exec board the current bylaws by the end of the week. The new bylaws will then be sent out so readers can compare. New bylaws will be much shorter. All policies and procedures will be separated out into a separate document. Charlie will send out an official questionnaire in the next few days that you can send back a paragraph or two about what your committee does—serving members, students, etc. and how that is accomplished. You must also submit a ‘job description’ for what you do as committee chair as well as description of duties. Charlie is working on policy—how do we determine grants, etc. He may have specific questions for your committee.

**New Initiatives (Dawn Michels)** – If you have ideas for new revenue streams or other ideas for what we can do to grow as an institution and serve our members, please contact us!

* Ivy had suggestion we add information for CUBE synopsis that revolves around COVID-19.
* A Lamar reported he liked the aspect to be social and would like to encourage more of that within our organization—whether in person or remotely.
* Our next MOACAC Monday Meet-Up will be June 22. We will make some exec board members available to answer questions for members!!
* Send any survey questions you’d like to have included in membership survey to Dawn ASAP.

/je 6.16.2020