

MOACAC Executive Board Meeting 2.25.2020  
Madison's Café, Jefferson City, MO  
11:30am – 2:30pm

**In attendance:** Tim Eggleston, Meredith Buschmann, Amber Mitchell, Dawn Michels, Charlie Hungerford, Earl Macam, Joann Elliott, Ivy Hartman, Sami Thomas, Jamie Staggs, Mark Nothum, Teresa Bont

Legislative Day – Peggy FitzGibbon is currently over at the capitol building doing a great job of running the program at the capital today. Several e-board members will be in DC in the near future advocating for MO.

Exec board members were sent a survey (from Charlie) asking for their intentions to participate in conference this year so we can better estimate rooms needed. Please complete this asap.

Charlie has been happy with the progress this year in terms of website and software program revisions as well as boosting the viability of the budget. Is ready to pass the torch to Dawn in the coming six weeks. Hopes that we will be able to develop resources going forward to help our members and the students we serve.

**Strategic Plan** (Earl Macam) – Thanks to everyone who's worked on strategic plan development, drafts, etc. Earl will give Mark N the pdf of the plan to put on the website and put a Quick Link up as well. The strategic plan covers the years 2020-2025. Focuses on advocacy for students and counselors as well as providing access, outreach, and professional development for counselors across the state. An announcement will be made in the upcoming newsletter as well. The hope is this document will guide the organization for the next five years!

**Bylaws Update** (Earl Macam) – There was a call with Kim Johnson from NACAC regarding what should happen with our bylaws. Charlie and Dawn were both on this call as well. As a result of this call, we will pause on revisions. Bylaws are not designed to be policy and procedures in addition to covering just bylaws. What should happen is a bylaws revision then create a policy and procedure manual for exec board and other members, for job descriptions, etc. Other affiliates have this set-up and we would be advised to follow suit. As an example, we need to have an assembly delegate description and a more robust role on the board to have a programming aspect with the board and more involved in the planning component and responsibility on the board. Bylaws must be approved by membership. Board can update policies and procedures.

**Nominations Committee** (Earl Macam) – Nominations protocol worked well this year. Membership was fully informed they could nominate and send those in. The form has been built and ready to go. Teresa Bont (Tulsa) is our president-elect; Treasurer-elect is Lindsey Tobin (Drury). We will be electing a HS delegate (Amber Mitchell). The other two positions we

will be electing are HS alternate delegate Rene Vega (CBC) and college delegate Elora Thomas at UMKC. We were looking for diversity and new voice for delegation.

**Conference Update** (Charlie Hungerford) – 84 registered from MOACAC; 81 from GPACAC as of today. Hotel registrations are filling up! We have 22 vendors. Chris Singleton will be our keynote speaker. He will talk about diversity in education. We have a pre-conference workshop in leadership on Sunday. Please attend if you can—very affordable. We currently have 8 college reps attending and 4 HS counselors attending from MOACAC.

**IAS** (Amber Mitchell) – Objective is to advance mission to underserved and underrepresented and provide access including scholarships. Also look to improve access for those counselors who work with those populations. Monica Nicolai will oversee the Braxton Rethwisch scholarship. Will separate the Braxton scholarship from IAS scholarship. Braxton will offer 5/ \$1000 scholarships. Deadline is March 16<sup>th</sup>. Currently available online at Scholarship Central. Committee will then review. We currently have 103 submitted and over 100 more in progress. As for IAS scholarship available for those who participate in IAS conference (one from KC, STL, and mid-MO) can be eligible for \$750 scholarship. The selection process is based on participation and a point system. To get the scholarships, they will have to attend a MOACAC member college. Scholarship winners can be from 9-12 grade. For those less than senior year, MOACAC will hold the money until they are ready to use it. Records will be kept indicating who is the winner. Earl suggested that IAS committee list the names of winners on the Historical Data page so we have accurate data. The third scholarship just added will be a need-based scholarship. It is a one-time \$3000 scholarship that will be awarded this spring (2020). The student will have to submit an SAR report and apply through Scholarship Central. A student cannot one more than one scholarship—they will have to forfeit the lower scholarship. IAS conference for 2020 will be held in STL, KC, and mid-MO. The dates are March 14 at STL (Harris-Stowe); KC is April 11 (MCC-Hidden Valley), and mid-MO at MO State University on May 9. 35 are registered for STL currently and we are finalizing food orders. Gas cards are available for people who need travel reimbursements. Joann will get Amber the leftover gas cards from last year's conference. Charlie offered his office to be a donation drop off point for anyone who is donating swag for the mid-MO conference. All conferences and scholarship fliers are being distributed. Amber has created a distribution list for this.

#### **College Fair Committee Update** (Jamie Staggs) –

We have two spring 2020 MOACAC Regional College Fairs scheduled.

##### **# 1 - [Kansas City Regional College Fair at William Jewell](#)**

**Date:** Thursday, April 16th, 2020

**Time:** 6:00 p.m. – 7:30 p.m.

**Location:** Mabee Gym at William Jewell College, Liberty, MO

**Participating Schools:** Greater Kansas City Area High Schools  
74 Colleges have registered to attend (1 canceled)

##### **#2 - [Maryville University Regional College Fair](#)**

**Date:** Sunday, April 26th, 2020

**Time:** 1:00 p.m. – 3:00 p.m.

**Location:** Maryville University, St. Louis, MO

**Participating Schools:** Greater St. Louis Area High Schools  
112 Colleges have registered to attend (2 canceled)

We plan to advertise these two fairs via snapchat yard signs, outdoor banners, social media blasts, conference publications, emails, etc. Please help us promote these two college fairs.

Our Fall 2020/Spring 2021 RCF's were confirmed in December. We have 14 RCF's confirmed for the next academic year. We did not add any new fairs so far.

The deadline for submitting a College Fair Request form for all other college fairs (Not RCF's) is March 1<sup>st</sup>. We have received 64 submissions and the College Fair Committee will meet on March 9<sup>th</sup> to review those requests and prepare the college fair calendar so that it can be shared at the joint conference and added to our website in April.

This is Jamie's final exec board meeting as chair of college fairs. Thanks, Jamie. GREAT JOB!

**Communications** (Ivy Hartman and Sami Thomas) – Deadline is tomorrow 2/26 for the next newsletter that will be out in early March. Please submit information that will help counselors such as strategic plan, fairs, IAS conferences, etc. The next newsletter is slated for June. Use the link we sent to get your engagements out for social media posts, etc. Sami will do this. As far as social media, Twitter is our most aggressive media format. We have gained 108 followers since fall. Lots of interaction from HS side! We do see some FB page growth but only 9. Instagram 2-3 followers so far. Would like to see marketing and logo development over the next year or so. Would like to create something more consistent for recognition over the next year—maybe a discussion for retreat? Looking at 'giveaways' for participation in social media posts, etc. to drive interest. Need funds for print media. It was suggested that there be a social media 'group' for MOACAC to push more interaction.

**Bus Tour** (Charlie Hungerford) – Jennifer Tanner reported the following via email:

These 6 schools have confirmed they would like to participate in the bus tour. All have agreed to providing at least one meal. I am still working on hotels, but my plan is to have registration go out in the March newsletter.

Itinerary:

June 16:

morning: depart from somewhere in KC (TBD)

early afternoon: tour Drake University

night: spend the night in Des Moines (or in Ames, location TBD)-have asked Drake and Iowa State if they can provide housing

June 17:

morning: tour Iowa State University

lunch/afternoon: drive to/tour University of Iowa  
night: spend the night in Iowa City (location TBD, housing provided by University of Iowa)

June 18:

morning: drive to/tour Grinnell College

lunch: drive to/tour Creighton University

night: spend the night somewhere in Omaha/Lincoln- hotels in Omaha are very expensive in June due to a variety of national events happening there. I just found out this morning Creighton will be unable to provide housing, so I am going to asking UNL if they will, but I'm not holding out much hope.

June 19:

morning: drive to/tour University of Nebraska Lincoln

lunch/afternoon: drive back to somewhere in KC (TBD), end trip

Jen has the bus contract but is going to try to reach out to one more company today to see if their rates are better. Two years ago, we charged \$150 for the trip. We may need to charge \$200 but going to do best to avoid that.

**Professional Development Committee** (Charlie Hungerford) – has been in conversation with Gwen and Erin regarding upcoming events. They are both rolling off, but are setting Tools, CUBE, CCI dates/locations before they go. Tools of the Trade does not have a venue yet—Rockhurst, Avila, Wm Jewell are possibilities. CUBE STL will be 9/2 and KC CUBE 9/3. Mid MO CUBE is still being considered. Stephens College, perhaps? Venues are not set for KC, but Erin is confident she can get one. For STL, Meramec is looking at the possibility of hosting CUBE, but unsure. We need to firm up a date for mid-MO.

**NACAC Continuing Education** (Joann Elliott) – Out of a conversation held with the EA's at NACAC in Louisville, NACAC will be joining with the affiliates to offer CEU's/webinars. NACAC will be in charge of putting webinars online, collecting money, and assigning certificates while the affiliates will be responsible for providing content. We need to work on finding a webinar outlet (GTM or Zoom) as well as means to train those of us who would like to submit these for consideration by NACAC. We have been told by NACAC we will need our PDC to evaluate the quality of these webinars before submitting to NACAC so we need to work with our PDC chairs (and possibly Communications) to create a process for this to happen.

Charlie suggested sponsoring a 'scholarship' for high need counselors to attend webinars.

Charlie also suggested 'incentivizing' people to do webinars to build our library.

Mark suggested we invest in good recording equipment.

Amber suggested having a hub to record webinars at conference.

**Reminders from Joann to all exec board members**

- Please remember to update the Historical Data google doc with the numbers, etc. for your committee. This is very important! It helps future committees follow your lead/planning. If you don't have the link to complete this, please contact Joann.
- If you are interested in helping develop webinars for NACAC's continuing education efforts in any capacity, please let Joann know as she will start to work on figuring out a process to make this happen.
- I am working to develop a centralized log-in / user sign-up for the Go To Meetings account in the event you need to access a conference call line for MOACAC-related business. More information will be forthcoming.

We will be doing a quick exec board meeting immediately following the joint conference in KC. It should take about 90 minutes. (Tuesday, April 7<sup>th</sup>). Plan to attend! Dawn will run this meeting as the new president!

Meeting adjourned at: 2:20pm

/je 2.25.2020