

MOACAC Executive Board Meeting 11.14.18
University of Missouri-Columbia

In attendance: Earl Macam, Teresa Bont, Jamie Staggs, Michelle Luraschi, Jen Tanner, Fannie Acoff, Alicia Hollis, Ashley Beck, Liz Majors, Kyle Strothmann, Tim Eggleston, Charlie Hungerford, Mark Nothum, Gwen Tohill-Macam, Joann Elliott, Rob Lundien, Lizzi Delaney, Steve Held

1. **Past President's Report** (Mark Steinlage - reported by Earl Macam) – Person in line for nomination for Treasurer-elect next spring at conference. President-elect conversations are in full swing. Nominations for Peggy Clinton and Rising Star award are both online now. NACAC is finalizing a new membership model after being withdrawn during membership meeting at NACAC conference. Welcome to Jennifer Tanner and Michelle Luraschi who are joining the executive board. A few board members will roll off in spring (past treasurer, IAS, college delegate). Have conversations with Mark if you know of someone who would be a good fit. MO College Access Network is hiring an executive director and two other positions and then appointing a board of 5. Membership invitations will be sent July 2019. Earl will check with Mark S. about official Call for Nominations or a re-sending a Call.
2. **President's Report** (Earl Macam)
 - a. **By-laws** – Have not approved for two years. Walked through the by-laws with the executive board team to review and approve changes to the by-laws. This included changing wording, clarifying job duties, adding standing committees to the executive board. Discussion as to whether or not to add Communications as a chair to do things like social media, newsletters, etc. based on the fact that current surveys indicate a desire to have more communication. Made the decision to take Communications out of technology and make it its own separate committee to be developed later. By-laws voted on and approved by executive board.
3. **Treasurer's Report** (Liz Majors, Kyle Strothmann, Tim Eggleston) – From a budget standpoint, we are doing well. We are at the highest point of our budget right now because of revenue from college fairs. Our debts will be highest next spring when conference happens. Finalizing investment accounts. Updating financial policy. Treasurers' Development Institute in DC – Liz and Tim. We do a lot with a little! Need a fiscal advisory committee. We also need a disclosure statement. (Not a non-compete clause.) NACAC created it. PACAC adopted it. We'll start with theirs. Membership – mailing in June that wasn't included when we created the budget. Individual budgets are up to date as of 11/1/2018. We have an official investment account now through Edward Jones out of KC office. Opened two types of accounts – one liquid asset account for cash mobility (thru PNC Bank) and the other is with Guided Solutions Flex Account. We as an organization must approve investments before they can move money. This will be signed off on by past-treasurer and past-president. Asked for conservative portfolio so as to be more reflective of non-profit organizations. Establishing a fiscal advisory board. Opening it to any member of presidential or treasurer cycle to join. Will be reaching out to past presidents to join-- Debi Hudson, Karen Verstraete, and Bart Tibbs. Was asked about the transition to QuickBooks. Reported that it has been tabled because of investment accounts and banking situation. Currently using spreadsheets.

4. **Membership** (Lizzi Delaney and Alicia Hollis) – We are up in membership over last year to over 700 members!! Following up on missing membership payments. Membership is up in revenue. Earl commented, "It would be nice to be at 750 members to end the year!"
5. **Government Relations** (Kyle Strothmann) – Legislative Day will be in late January. Will be combining efforts with other groups for this event. Speaker will be in morning, update on federal issues, exec board meeting will also happen on this day. Beginning to look at Legislative Days for Washington DC. Anyone can come, but you need to fund your own trip. Will go to each MO elected officials' offices and talk about NACAC/MOACAC initiatives and agenda. NACAC Legislative Advocacy Day is March 3-4, 2019. Will happen in early March and agenda will be out sometime in December.
6. **International Initiatives Committee** (Kyle Strothmann) – New national committee formed by NACAC and they recommended each affiliate start a committee. Purpose of committee is to raise awareness of importance of international students on campuses from diversity and economic impact standpoint. Working to promote mobility for these students. Will work on issues like DACA, etc. and are looking to make an impact. It will be a counterparts meeting at NACAC.
7. **Admissions Practices** (Teresa Bont) – New to role and had first meeting at NACAC. Had first conference call yesterday and will meet monthly. No new information on DOJ inquiry, etc. The chatter for this committee has been very quiet this fall. All 10 Multi-state affiliates have been contacted in conjunction with the DOJ investigation.
8. **Regional College Fairs** (Jamie Staggs and Michelle Luraschi) – Fairs were divided into 7 regions this past fall. Next year, we will break into 8 regions to better divide the central region better and make for better scheduling. We had 93 MOACAC-approved college fairs. The majority of the state is covered. We are looking for colleges to collaborate and combine fairs. However, we have some pushback from administrators. Smaller schools seem to be combining better. The College Fair Request Form will be on the MOACAC website via an updated Google form. This will be available December 7th. We will share a calendar and list of approved college fairs from the previous year as a guide. Criteria to make a fair regional via MOACAC will not change. March 1st is the deadline for college fair requests to be submitted. After that, College Fair Committee will review and approve fairs. On April 1st, the DRAFT college fair calendar will be available on website and copies available at conference. Goals for next year include adding a toolbox on website (for members) planning a college fair. (email lists, timelines, evaluations, floor map samples, etc. so schools don't have to re-invent the wheel.) Also working on survey from colleges who attended this past fall—have about 40 responses thus far—it is on a Google survey. Feedback is positive overall. Concerns are on ROI and costs, A/C issues, facilities, food, etc. at some smaller fairs. There are a wide range of comments. Cost is a huge concern for some colleges. We need to talk about the fees. Overall,

regional fair attendance is down a little, but not much. Concerned with spring fairs' numbers. Seems people didn't register for spring fairs when they needed to and now would have to pay \$510 to add on. Does this prevent some folks from coming? Liz suggested we look at who attended last year versus registered for this year and see if they registered for this spring. Discussion revolved around working with Dan at StriveScan to build a system with them that, going forward, will allow colleges to add fairs at a later date. Is getting really good reporting from Strive Scan and it is providing good data that helps us better support our college fairs. We will be meeting as a committee on December 6th for the RCF coordinators meeting. Fair registration will open July 1st. Discussion on if we should give discounts to military, HBCUs, community colleges, etc. . Liz brought up the thought of having a price band for One college fair, then 2-4 band, etc. using example of Illinois-ACAC.

9. **Conference Planning** (Steve Held) – Nikki and Steve will share 4 sub-committees each. Working on registration process with technology. Nikki is comfortable with creating forms to create proposals, etc. Those should be out in December. Have a lot of returning folks to this committee and feel well staffed. Dates for session proposal announcement is third week of January. We have some proposals in and the deadline for these to be in is third week of December. Formal request for proposals will be going out soon. Would like to open registration the end of January. Earl would like to see registration open early January. Liz asked about sponsorships. Nikki is handling this. Rob will work with them to handle CE's available through Lindenwood. Need to work on creating tickets once pricing is set. Will start working with Mark Nothum for email blasts. Conference is set for March 31-April 2. Planning Meeting via conference call with Exec Council set for Nov. 29. '18 where registration fees will be set, so tickets can be built.

10. **Professional Development** (Gwen Tohill-Macam) – Had a great year! CUBE highlights include adding a 3rd CUBE in mid-MO. Felt like outreach was good and number of HS counselors attending was up. We were down 19 counselors in KC, but up 12 in STL. Had 33 for mid-MO. Had 10 colleges that did not return between 2017 to 2018, but added 20 new colleges. In STL, event was at STLCOP. Parking went well despite the rain. Had 109 colleges reps representing 68 colleges. In mid-MO, there were 48 colleges represented and 70 reps present. Mid-MO was held at Central Methodist. Great to work with!! KC CUBE had a good showing, but were down 21 HS counselors and down 9 college reps. The number of new colleges, however, was up by 5. Discussion points for next year: talk about a policy for vendors and CBO's who'd like to attend CUBE. CUBEs—do we want them to be part of 2-minute update? What kind of pricing, etc.? Walk-in policy needs to be addressed for HS counselors. Decision made to allow vendors, CBOs, etc. to attend CUBE at the college rate of \$75. College Fair table will be provided, and the feasibility of a display table during breakfast and lunch will be determined per site. No two-minute will be allowed for vendors, CBO's, but will be offered the opportunity to sponsor a portion of CUBE, per site. Looking at possible sites for next year: Harris-Stowe, Avila, and four schools in mid-MO have expressed interest—Central Methodist, MU, Westminster, and Stephens. Tools of the Trade was hosted at UMSL as a 2-day event. Went very well—would

recommend to keep it as a 2-day event. Tools for next year should be in mid-MO. CCI was at Westminster. 50 attended. This was an increase from last year. For next year, it will be held in KC. Earl would like to have sites secured by February exec board meeting. Earl will follow up with Loretta at Harris-Stowe to see if they have interest in hosting CUBE in 2019. KC-8/27; mid-MO-8/28; STL 8/20 are suggested dates for CUBE to stay off the holiday weekend. As for vendors at CUBE, discussion was on whether to allow vendors and what their cost to attend might be. Request was made to put summary of events online for Members Only.

- 11. STEAM Bus Tour** (Jen Tanner) – Heather and Jen are now co-chairing and have started reaching out to colleges to see interest. Didn't give them specific dates. Have had strong response to those who are interested. Will have 6-8 schools on the tour and have more schools interested than they have space for on the tour. Conversation about need for anchor schools to be on every year along with need to drop "STEAM" designation and go for variety of schools. We need to find email lists for 'higher end' HS counselors on the coasts. Based on schools who have shown interest, Earl suggested securing the following schools: WashU, SLU, Mizzou, Stephens, UMKC, and the others can be selected by committee.
- 12. IAS Updates** (Ashley Beck & Fannie Acoff) – Giving 5 /\$1000 Braxton Rethwisch Scholarships. Will award two to students who past attended IAS conferences (1 from 2017 and one from 2018). Must have 2.5, submit essay, and attend school that is a MOACAC member at the time. Scholarship should go live at Scholarship Central this week. March 1st is the deadline. Will have winners write a thank you letter to be read at conference. IAS will be in STL at Maryville in conjunction with spring fair. Second one will be in mid-MO. Looking at Lincoln University as a possibility. Is adding a parent session to both conferences. Will be focusing on financial aid for parents and STLCC rep, Kristin Thomas, will present. GWI—will we be sending anyone? Yes, Fannie will attend in 2019.
- 13. Secondary School Counselor Outreach / MSCA** (Rob Lundien) – Had a booth at the conference. Over 300 counselors stopped by the table. Thanks for the donation of giveaways! 7 presentations on college-related topics done by MOACAC members. We hosted a college hospitality room again and it was well attended. Lindenwood will partner with us for spring conference to offer credit and might partner with them for future events. 8 hours of contact at conference for \$75. Lindenwood takes care of curriculum, testing, etc. They will have table at conference to sign up for course. Erin Stein and Rob went to info session at NACAC. Rob sent us a link as examples as to what we might do for video recordings on short topics related to college that might benefit professional development. Rob is looking for the first person to tape an online video/presentation to be posted as a resource. Maybe we could put this on our members only wall of the website.
- 14. Technology and Communication** (Mark Nothum) – Continue to have difficulty with Firetoss. It seems to be a revolving door and it seems our time with them may be limited. Other affiliates who use FT are leaving as well. They are a web design company and not a CRM all-

encompassing program. They pitched themselves as a company who could do it all, but has not delivered. Over-promised and under-delivered. Have started looking at other platforms that affiliates are using. Some of the more popular are Memberclicks, Novus Web, Wild Apricot, and C-Vent. We pay monthly subscription to FT for service. We may have to pay additional fees to have a new company re-design our web page. Novus Web does use same Word Press as we do with FT. Memberclicks is \$350/month for one-year commitment. We paid \$235 to FT plus additional fees for a total of \$400+/per month. Joann expressed concerns with MC in that volunteer positions have things lost in transition and training is necessary. Wild Apricot gives you what you pay for. Appx \$144 per month. Web design looks 'behind' and clunky. Dated. Earl suggested a re-demo with Memberclicks. Mark said we need to have to act now so we have time to get everything done. Earl suggested Mark N. make arrangements to have MC do a demo for us at a Thursday meeting. Steve will need to start working with Dan in regards to conference registration so we can handle payments, etc. for this event. Conference will run on a program built by Dan at Strive Scan. Mark will check out both Novus Web and MC to see what best options are.

15. **New Business** (Earl Macam) – We need to carve out time in summer with plan to address results from membership survey to improve experience for our members. Encouraged Exec Board Members to dive into Survey data to help guide their programming. Lots of suggestion for online PD, online resources, outreach to rural MO, free or lower cost PD events, just to name a few. Earl suggests reading the comments within the Excel document.

Meeting adjourned 2:45pm.