MOACAC Executive Board Meeting
Jan. 26, 2016
Columbia College (MO)
Meeting commenced at 10:15 am.

- **new business** - Current President, Susan Lutz is leaving Milliken as of March 1, 2016. Jeff Buckman will start Presidency on March 1. Past-President, Karen Verstraete will stay on for one more year as Past-President.

Committee Reports:

- **Past-President report** - we need to make sure our membership language mirrors NACAC. In progress now, and will have a vote at NACAC.
----- idea to enhance Past-President's involvement, in addition to breakfast at NACAC.

- nominations for President-Elect, President's Service Award, and rising star award to open up February 1.

- **President-Elect report** - on MO School College Relations Committee - meetings are three times per year to collaborate on college admission and practice.
------ Looking at a uniform HS transcript across the state.
------ also looking at January 15 FAFSA date to receive state aid, in light of the Prior Prior
------ also serving on Imagine Grant volunteer. Have 120 applications for $60k in grants.
------ MO didn't even submit a grant proposal.
--------- these are to have people attend a conference, local or national. They're due on December 1 each year.
------ Summer retreat - hoping to have it at the same location as MOACAC 2017 conference.

Treasurers Report:
Checking - $33,717.18
Money Market - $65,012. 46
PayPal - $27,653.18
TOTAL: $126,402.82

- working on sending out 1099 forms for taxes.

- Admission Practices:
----- only one issue with an AR school, so just passed it on to NACAC.
----- make sure all schools take line out about other schools a student is considering.

- College Fair Day/Night Committee
----- introduce Zach Bays and Kim Maskrey as new co-Chairs.

- **Communication** - postcard sent about MOACAC Legislative Day. Letter going out about college fairs, too.

- Conference - April 3-5
--- has sponsorship of $13,500. And in-kind sponsor of $7,500.
--- need to push registration. Only 52 right now.
--- there are 5 college grants offered. Colleges are being solicited to sponsor attendees for the entire conference or a day.
--- there are 17 school counselors who have submitted an app to be eligible.
--- also funding for transfer counselors.
--- session proposals --- only 7 so far. Deadline to submit is Feb. 21.
--- current planning with GPACAC on-going.
----- for Conference, all attendees should be in KC by 6 pm on Sunday for a dinner meeting. Jeff will coordinate.

- has received bids for 2017 conference all over the state.
--- others can't do 2017, so maybe 2019.
--- vote on next location(s) to be done by President's cycle in April
--- we also need to decide about MOACAC/GPACAC joint-conference in future years, as well.

- **Government Relations** - leg. day. 2/10 - still lining up meetings.
---- Mike and Jeff going to DC on February 28-29.

- **Inclusion and Access** --- scholarship application is up and ready on the website. Email to be sent by February 1. Applications are due March 4.
--- ideas presented was to have Young Men's Conference virtually?   Could stream different presentations. Students from each part of the state would go to a college campus, then collaborate online.
--- exploring underwriting for cost of bus.
--- still looking in to locations for the 2016 program....anywhere central.
--- maybe explore a Camp College type of program.
--- basically, we need to set a specific budget and stick to it.
--- would prefer to keep the program at 50-60 students
--- YMCA of KC says they're going to send their students to Young Men's Conference.

- **Membership** --- we have about 218 members each cycle.
--- increase in cost coming.

- **MSCA** --- Rob was nominated one of 6 finalists in the US for best college counselor. In DC now.

- **Professional Development** - bus tour coming up. 4 registered right now.
---- consider originating bus tours in different parts of the states.
---- Tools of the Trade - almost set for Columbia College.
---- CUBE - 2016 will be at Maryville Univ.
---- STEM tour being added to PD committee. Inviting schools from out of state. Will be a revenue program....$300 to $500 per person.

- Technology --- will be reported in old business.

Moving on to **old business**:

--- Executive Assistant position - spoke about start up costs of computers, printers, etc.
--- EA would have full access to financials, including a debit card.
--- review of EA duties, discussion about adding anything?
--- background check and credit check required.
--- vote to officially add an EA to the MOACAC Exec. Board
-------- unanimously approved at $10k per year, paid quarterly. Will start on July 1. First payment on October 1, with a $1,000 payment after first 30 days.

-- Past-President commented on a necessary change to the by-laws. Will need a motion to remove the Secretary from the by-laws.

- a few new logos were presented. Were good, and now there's going to be a blend of the 2 and presented at April conference and voted on.

- College Fair Day/Night Committee info./update:
--- group was in favor of collaborating on fairs. Pricing TBD.

- Technology discussion:

The Tech Committee still seeks reasonable bids from web development and CMS database companies to overhaul and launch a new MOACAC website. In doing research, the committee has discovered that Brightfind, the tech company NACAC has hired is out of our league. Brightfind works with much larger

membership groups with the financial capacity to spend $30,000, at the minimum on website development. This sounds like a perfect solution for our parent organization, but not for our membership, which lies approximately at 1800 members.
We are in contact with a firm called Higher Logic, which will demo for us in the very near future. They come recommended by folks at Brightfind and handle much smaller clientele.
We presently spend just shy of $5000 annually on maintenance and fess for the MemberClicks platform. The hope is to keep the cost similar or spend less.

That said, we have been in contact with account reps from a company called Wild Apricot. There are five other affiliates who presently employ Wild Apricot: Minnesota-ACAC, Kentucky, Indiana, Illinois, and Hawaii. Each of these websites are dynamic and have a much different "feel" than the MemberClicks platform we are use to seeing.
Wild Apricot, depending on the level of account subscription, would cost between $1600-2900 annually. Once site is in place, there would be a Wild Apricot service rep to help along side. Plus, the organization can have as many as 25 Admin Level access to the website. Once proper training is complete the site construction, data transfer, and content development are handled by members of the organization (Tech Committee Chairs or others).
Additionally, while doing research among the affiliates who have implemented Wild Apricot, general feedback was requested via email. Responses came from Indiana-ACAC, Kentucky, Minnesota and Illinois. All very positive!

Comments of "very easy to use and implement."and "Apricot reps are there to help!"

Interesting though, those who replied were all Executive Assistants.. Only heard back from one Technology Chair, Indiana-ACAC.

However, he admittedly indicated that their EA did a majority of the implementation.
It seems that EA's have a more than strong presence on the website management end than Communication Committee Chairs and Technology Committee Chairs. Some affiliates have moved away from have a Tech Committee and run web content/development ideas through Communication Committee Chairs, with extensive implementation help from their EA. Furthermore, emails were sent to other affiliate ACAC members, (counselor friends) who have implemented new web platforms beyond MemberClicks. Again, hearing much of the same about how much of the content implementation and database transfer was handled by a dedicated EA.
In this small sample set, we are sensing a theme with EA's being mainly responsible for website management, content development, and membership maintenance. That said, without an EA in place, we would recommend doing the overhaul immediately after the academic year when the Committee Chairs have dedicated time to this project.

Wild Apricot is a very strong option, especially since the outcome is dynamic, membership database looks easy to transfer and maintain, and comes endorsed by other affiliates who have had positive experiences, thus far.

We will continue demos and bids from other companies. Please feel free to forward company names to Committee Chairs, if you wish. However, if the board feels comfortable moving forward with the Wild Apricot platform, we could most definitely get that ball rolling.

In the end, we remain on track; continuing with the MemberClicks platform and an anticipated launch of a new website/platform in Fall 2016.

- motion to have Earl further explore replacements for MemberClicks, cost to build a site, maintenance costs, etc. Unanimously approved.

Meeting adjourned at 2:05 PM

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