



# Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

FALL 2011 EARLY EDITION



## MESSAGE FROM THE PRESIDENT

Drew Griffin

Well, I think I have finally recuperated from the National Conference in New Orleans, LA. For those of you who were not able to attend, it was amazing!

(Of course, nothing can beat the 2010 NACAC in St. Louis.) The folks in Southern ACAC and the staff at NACAC put together a memorable conference, full of great sessions and fun outings.

It was fun to tour New Orleans and see the sights. However, this conference provided a lot of work for me and other members of the MOACAC Executive Board. Claire, myself and the other delegates were busy with work in the Assembly. Here are some key points from the 2011 Assembly meeting:

- Election of the following candidates to the NACAC Board of Directors
  - President-Elect* – Jim Rawlins, Colorado State University
  - Director* – David Allen, Global College Counselors, Ltd – UK
  - Director* – Fran Cubberley, Delaware Co. Community College – PA
  - Director* – Steve Syverson, Retired – Lawrence University – WI
- Lengthy discussion on incentive-based compensation for International Recruitment

NACAC provided a panel discussion with Joyce Smith (CEO, NACAC), David Hawkins

(Director of Public Policy, NACAC) and Tom Weede (Chair, Admissions Practices Committee). Delegates were given time to ask questions of the panel. The information gathered from the discussion will be used to drive further conversations regarding this topic.

- Approval of NACAC budget for FY2012

In addition to the NACAC Assembly meeting, Missouri ACAC held an affiliate meeting at the conference as well. Business conducted at the meeting included committee updates, discussion of candidates for the NACAC Board, and approval of proposed changes to the MOACAC Bylaws. After careful review of our amended bylaws by NACAC staff, we had to include just a few missing words to finalize our bylaws. The changes passed unanimously at the membership meeting.

I would like to recognize **Erica VanBuren** (Affton High School – St. Louis, MO) for receiving the NACAC Rising Star Award. Only five (5) awards are given out each year and we are so proud of Erica for being named a recipient. Congratulations Erica!

Again, thank you to those who attended NACAC. The Missouri Affiliate may be small, but we make a big impact in the national association. Keep doing what you're doing, and let us know how we can better serve you.

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## MOACAC EXECUTIVE BOARD

### *President*

Drew Griffin, University of Missouri – St Louis

### *President-Elect*

Nicole Buesse, Fort Zumwalt North High School

### *Past President*

Claire Dickerson, Villa Duchesne Oak Hill School

### *Secretary*

Abby Kozeliski, Kirkwood High School

### *Treasurer*

Andrew Wright, Missouri State University

### *Assembly Delegates*

Ramon Blakley, Saint Louis University

Alicia Saunders, Central High School

Chad Sisk, Marquette High School

Brad Starbuck, Missouri S&T

### *Alternate Assembly Delegate*

Jeff Buckman, Eureka High School

Charlie Hungerford, Drury University

### *Admission Practices*

Bart Tibbs, Missouri State University

### *College Day/Night*

Mark Clynes, McKendree University

Nicki Lucas, Grain Valley High School

### *Government Relations*

Braxton Rethwisch, Central Methodist University

### *Human Relations*

Susan Deppe, Millikin University

### *Membership*

Kyle Johnson, Rockhurst University

Chad Sisk, Marquette High School

### *National College Fair*

Ramon Blakley, Saint Louis University

Michelle Palumbo, Fontbonne University

### *Professional Development*

Jamie Staggs, Western Illinois University

Karen Verstraete, Webster Groves High School

### *Publications*

Heather Henning, University of Missouri

### *Technology*

Michelle Palumbo, Fontbonne University

Erica VanBuren, Affton High School

## SAVE THE DATE!

Save the Date for the MOACAC/GPACAC Spring 2012 Conference!



**Sunday, April 15 - Tuesday, April 17, 2012**  
**Overland Park, Kansas**

More details to follow!

### MOACAC ON FACEBOOK

Do you like MOACAC? Then “like” us on Facebook for updates, event information, photos and more! Log in and search for “MOACAC.”

## NEWS AND NOTES

**Whitney Guin** was recently hired at William Woods University and started October 3, 2011, as an Admissions Representative.

Do you have additions, changes or news in your office to report to the *Missouri Messenger*? You are welcome to submit entries for “News and Notes” to the editor, [henningh@missouri.edu](mailto:henningh@missouri.edu).



## TREASURER'S REPORT

Andrew Wright  
MOACAC Treasurer

At the end of the first quarter (July-September), MOACAC had \$24,789.96 in our checking account, compared to \$33,466.11 at the end of September, 2010. Our money market (savings) account had \$44,541.24 compared to \$44,339.07 the end of the previous September.

Through the first three months of this fiscal year, we have net revenue of \$1,055.74. Last year, through the first three months, our net revenue was -\$11,535.10. The approximately \$12,500 positive difference can be attributed to not having the 2010 NACAC Local Arrangements committee expenses and have membership fees coming in much earlier this year.

### TREASURER'S REPORT AT-A-GLANCE

*As of 9/30/11:*

|                  |                    |
|------------------|--------------------|
| Checking Account | \$24,789.96        |
| Money Market     | \$44,541.24        |
| <b>TOTAL</b>     | <b>\$69,331.20</b> |

*Last year, as of 9/30/10:*

|                  |                    |
|------------------|--------------------|
| Checking Account | \$33,466.11        |
| Money Market     | \$44,339.07        |
| <b>TOTAL</b>     | <b>\$77,805.18</b> |

## COLLEGE COUNSELING INSTITUTE

Karen Verstraete  
PDC Committee

The first annual College Counseling Institute was a huge success!

The MOACAC College Counseling Institute was held on Friday, October 14, 2011 from 8:30-1:30 at Webster Groves High School in St. Louis, MO. More than 100 counselors from around the state attended this free, professional development opportunity. Each participant attended three 45 minute sessions on a variety of topics related to college counseling, a round table discussion luncheon, and a Financial Aid presentation by The Scholarship Foundation of St. Louis. A big thanks to all of our presenters: Debbie Greenberg, College Bound St.



Louis, Peggy Fitzgibbon, Visitation Academy, Barbara Sams, St. Louis Priory School, Jenny Klug, Lindbergh High School, Julie Kampschroeder, Pattonville High School, Abby Peterson, Kirkwood High School, Emily Berty, Kirkwood High School, Beth Collier, St. Louis Priory School, Chris Ramsay, Lafayette High School, Chad Sisk, Marquette High School, and Teresa Bont, The University of Tulsa.

Photos provided by Julie Kampschroeder.





## MISSOURI COLLEGE ADVISING CORPS

### MISSOURI COLLEGE ADVISING CORPS EXPANDS TO MORE HIGH SCHOOLS AND EXPANDS COLLEGE ADVISER STAFF

The Missouri College Advising Corps (MCAC), headquartered at the University of Missouri, places full-time near-peer college advisers in its partner schools, schools with high proportions of students who are underrepresented, low-income, and/or first-generation-to-college. MCAC expanded from serving 11 partner high schools with about 8,500 students in 2010-11 (Jennings, Soldan, Ritenour, and Riverview Gardens in St. Louis; East, Grandview, Northeast, Paseo, and Van Horn in Kansas City; Salem in south central Missouri), to now serving in 25 high schools with near 25,000 students. New partner schools include Bayless, Hancock, Gateway, McCluer, and McCluer South-Berkeley in St. Louis; Potosi, St. Clair, St. James, and Sullivan in south central Missouri; and Central, North Kansas City, Ruskin, Southwest, and Winnetonka in Kansas City.

New college advisers are Caitlin Mundschenk (Hancock and Bayless), Darius Whitaker (Gateway), Jeremy Ellis (Normandy), Shannon Julion (McCluer), Jen

Beth Tankersley-Bankhead  
Executive Director, Missouri College Advising Corps

Nadler (Potosi), Erin O'Neil (St. Clair), Brittany Martensen (St. James), Gerald McLemore II (Central), Julie Scroggs (North Kansas City), Tiffany Segers (Ruskin), Trey Prothro (Southwest), Brittani Lewis (Northeast), Alicia Smith (Jennings), and Kelly Sample (Salem).

All 24 MCAC college advisers are members of MOACAC; their contact information can be found in the membership directory.



## GPACAC/MOACAC SPRING CONFERENCE

### CALL FOR SESSION PROPOSALS

Please submit all proposals by **Friday, December 2, 2011.**

The 2012 GPACAC/MOACAC Conference Programming Committee would like to extend an official Call For Proposals for the 2012 Conference, "One Dream, One World, One Voice: Going for the Educational Gold," held in Overland Park, Kansas, April 15-17, 2012. The Programming Committee encourages session proposals for both the secondary and post-secondary audiences, including new takes on enduring topics in guidance and admissions. In keeping with previous years, we are seeking a variety of session topics from which to choose, including such topics as financial aid, scholarships, NCAA, selective college admission, the use of social media, and the LGBT transition. We are making a special appeal to

Nicole Buesse  
MOACAC President-Elect

our more experienced professionals to present on topics that may assist counselors who have been in the profession for 3 or more years.

If you have questions about sessions or topics, please contact Beth Collier, Conference Programming Committee Chair. We look forward to your assistance in making the 2012 conference an inspiring and valuable professional development experience for high school and college professionals throughout our member states and beyond!

Please consider sharing your expertise and enthusiasm by presenting at our 2012 GPACAC/MOACAC Conference!

Submit all proposals to Beth Collier, Programming Committee Chair, at [bcollier@priory.org](mailto:bcollier@priory.org).

## NACAC ASSEMBLY UPDATE

What happened during the NACAC Assembly?

### INCENTIVE COMPENSATION AND INTERNATIONAL RECRUITMENT

As we anticipated, the discussion focused on incentive compensation and international recruitment. On May 19, 2011, the NACAC Board of Directors issued a proposal to clarify the language in NACAC's Statement of Principles of Good Practice that the mandatory provision banning per capita remuneration applied equally to domestic and international recruiting. Specifically, colleges may not recruit using per head compensation. A NACAC appointed commission will study international student recruitment over the next 18 months and report to members during the NACAC 2013 conference in Toronto. Meanwhile, NACAC will not process complaints about alleged violations as they relate to the use of incentive compensation in the recruitment of international students.

The responses from delegates reflected the good, bad, and the ugly. It was noted that some public high schools in some states are also affected by international recruitment because they accept international students for tuition. Additionally, revenue generated through enrollment of international student has compelled a number of colleges to enter into commission based agreements. There was a plea to inform college presidents and key administrators about the concerns because they are often excluded from these conversations. Another delegate expressed concern about NACAC's unwillingness to address alleged violations while the commission engages in further discussion. Again, NACAC has not made a proposal to oppose the use of agents: the main focus is establishing viable alternatives to commission-based recruiting.

Overseas ACAC Immediate Past President, Bridget Herrera, commented on the use of agents as a cultur-

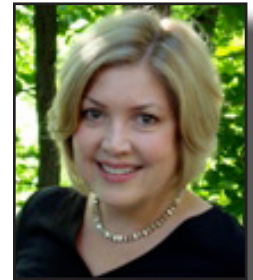
al expectation in other countries. These are Bridget's comments:

"It was just a year ago that the conversation of incentive based compensation was truly raised within the NACAC organization. Over the past months, the discussion has truly heated up, garnering national attention and our Overseas affiliate is encouraged that NACAC is moving to fully understand the issues involved in the commission-based recruiting dilemma.

This issue is a complex one – nobody knows this better than the Overseas affiliate. Ours is an organization that serves a diverse population that includes higher education members from numerous countries, each that has its own distinct way of doing business. Thus, as we look to represent our own constituency, we recognize that there are a variety of different opinions out there, all of which must be considered. . .At the core of this issue is the ethical treatment of students. As we move forward, working together with NACAC's commission, this will be the light that guides us. Incentive-based compensation is not just a problem for our Overseas affiliate or international students, just as those issues faced by domestic students should not be ignored by Overseas. As educators, we band together on issues that deal with what is best for students—all students."

### NACAC FORUM

A second issue was raised by Anne Richardson, immediate past-president of NEACAC, about the NACAC Forum. Anne's motion requested that NACAC staff study the Forum in regard to membership satisfaction and report to the next year's Assembly.



Claire Dickerson  
MOACAC Past President

### MOACAC NOMINATIONS

Interested in serving on the MOACAC Nominations committee this year?  
Please contact Claire Dickerson, [cdickerson@vdoh.org](mailto:cdickerson@vdoh.org).



## NATIONAL COLLEGE FAIR 2011

Ramon Blakley  
National College Fair Committee

The St. Louis National College Fair was a success! This year our attendance reached 4394 and there were about 271 booths, where about 240 different colleges were represented. Thank you high school counselors for helping us get the word about pre-registration and college reps who continue to make this fair possible. Please join Michelle Palumbo and I in thanking the planning committee and volunteers!

Please save the date for our I-70 Series College Fairs which are scheduled for Tuesday, April 17 in Kansas City at William Jewell College and Sunday, April 22 at Maryville University in St. Louis.

Next year's fall National College Fair is tentatively scheduled for Sunday, October 21.



## MOACAC MEMBERSHIP UPDATE

Chad Sisk  
Membership Committee

With the implementation of the new MOACAC website some issues with MOACAC membership renewal have arisen. We sincerely appreciate all of the patience you have shown while we work to make the website and membership applications user-friendly. A special THANK YOU to Erica VanBuren (Affton High School) for her hard work with the website and membership applications.

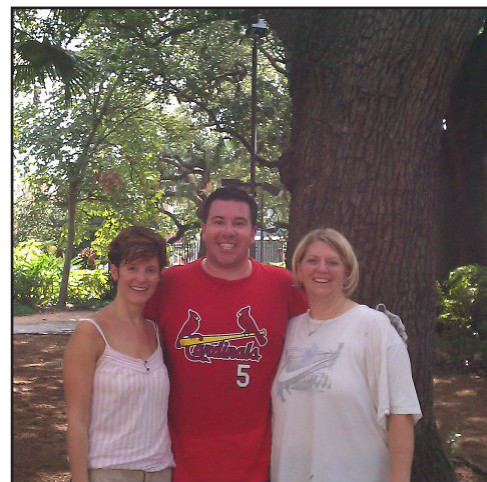
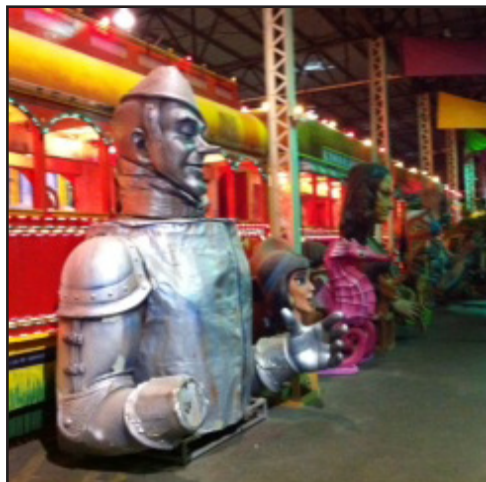
As of October 25, 2011, we currently have 409 active MOACAC members. While the numbers are down, our organization is as strong as ever. Please encourage other staff members at your high school, college, university, or organization to become active MOACAC members! Through membership in MOACAC

you'll have access to great resources such as the MOACAC Day/Night Calendar and e-mail listserve, not to mention the knowledge of more than 400 professionals from around the state and nation (yes, we even have members who are not in Missouri).

If you haven't renewed your membership for the 2011-2012 school year, please do so as soon as possible. The membership process is now easier than ever. It's all online! Visit the MOACAC website to join. If you have questions about MOACAC membership, contact the MOACAC Membership co-chairs, Kyle Johnson ([kyle.johnson@rockhurst.edu](mailto:kyle.johnson@rockhurst.edu)) or Chad Sisk ([siskchad@rockwood.k12.mo.us](mailto:siskchad@rockwood.k12.mo.us)).



## NACAC 2011 PHOTOS



### MORE PHOTOS...

Share your photos from the NACAC conference and check out others on MOACAC's Facebook page. If you don't already "like" our page, search for MOACAC.

The next edition of the *Messenger* will be published in December before the holidays. Look for a reminder and send your submissions to the editor.

## Missouri Messenger

The *Missouri Messenger* is a quarterly publication of the Missouri Association for College Admission Counseling. For more information on MOACAC, please visit [www.moacac.org](http://www.moacac.org).

Articles and submissions for the *Messenger* are welcome. Please contact the newsletter editor, Heather Henning - [henning@missouri.edu](mailto:henning@missouri.edu).

