



# Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

SPRING 2013 EDITION



## MESSAGE FROM THE PRESIDENT

Nicole Buesse

The spring season signals that yet another year in the world of college admissions is nearing an end. As we take our final weeks in this school year to tie up loose ends, we must also begin to look forward and start planning to do it all again next fall.

In the midst of this transitional time in your year, I hope you have made plans to attend the annual MOACAC Conference on Monday, April 29th and Tuesday, April 30th in St. Louis, Missouri. The annual conference gives us time to reflect on where we've gone in the past year and where we hope to go in the year to come. It provides best practices and new ideas to take forward into our strategic planning for the next year's college recruitment and application process. Finally, it allows us to catch up with colleagues, or one might say this year, "catch the wave" with them.

Back in the month of February, MOACAC held its annual Legislative Day in Jefferson City. We took the morning to visit with our state senators and representatives and had the pleasure of having an open dialogue regarding proposed legislation affecting secondary and higher education with Senator Pearce (Senate Education Committee, Chairman), Representative Thomson (House Higher Education Committee, Chairman),

and Mr. Wagner (Missouri Department of Higher Education). We strive to grow this program each year and hope that you may consider attending next February. Someone wise once told me that if you fail to speak up and voice your opinion that you must live with legislation and laws written for you and not by you. This rings very true across all areas of public policy but especially so in education. As college admission professionals and school counselors, we know students' needs and challenges. So I would ask you to consider: who better to educate the policy makers as to what works, what is broken, and what a good vision for our state can be?

Your MOACAC Executive Board also met in the month of February to plan for the final months of the year and to start laying the foundation for what is to come next fall. Some notable policies that resulted from the meeting are the adoption of a Conflict of Interest Policy for Executive Board members (as recommended by NACAC), approval of a new list of resources for high school counselors to be made available on the MOACAC website this fall, and a partnership with the Missouri School Counselor Association (MSCA) to assist in outreach and education of all Missouri high school counsel-

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## MOACAC EXECUTIVE BOARD

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Erica VanBuren, Affton High School

## PRESIDENT'S MESSAGE, CONTINUED

ors. Additionally, NACAC has generously given each affiliate \$2,500 to use toward funding professional development opportunities for public high school counselors who without the money may not have the opportunity to attend a conference. In April, we will welcome more than ten public school counselors to our "Catch a Wave with MOACAC" Conference through the NACAC Grant Program.

For advanced planning, please save the date for the following:

- **Tools of the Trade:** August 7th - 9th on the campus of Fontbonne University
- **St. Louis CUBE Conference:** September 5th; location TBD
- **Kansas City CUBE Conference:** September 6th; location TBD
- **2014 Annual Conference** in partnership with GPACAC: April 6th-8th in Kansas City, Missouri

The MOACAC membership meeting in April brings to the end my term as current president and welcomes Bart Tibbs, Missouri State University, into that role. I thank all of you for making my time as MOACAC president rewarding, inspiring, and fun. Please join me in congratulating Bart, as the gavel transfers and wish him well for the 2013-14 school year.

Respectfully,  
Nicole R. Buesse

## TREASURER'S REPORT

Andrew Wright  
MOACAC Treasurer

We are in good shape financially. Most areas are coming in near their projected budgets. Should anyone have any questions, please let me know.

At the end of February, 2013 and 2012, MOACAC had the following in each account:

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

#### *As of February 28, 2013:*

Checking Account	\$61,396.22
Money Market	\$44,740.68
PayPal	\$14,341.71
<b>TOTAL</b>	<b>\$120,478.61</b>

#### *Last year, as of February 29, 2012:*

Checking Account	\$30,142.32
Money Market	\$44,571.21
PayPal	\$31,090.29
<b>TOTAL</b>	<b>\$105,803.82</b>

## UPCOMING PROFESSIONAL DEVELOPMENT OPPORTUNITIES

### MOACAC MENTORSHIP PROGRAM

The *new* MOACAC mentorship program is designed to provide members,\* both counselors and admissions representatives (new and experienced), with the opportunity to form professional partnerships and share ideas and experiences related to their field.

Mentors who have completed at least two recruitment cycles can apply, and mentee applicants must have less than 5 years of experience. The Professional Development Committee will accept applications starting April 1 and communicate pairings to program participants in August and September. Once paired together, it is up to the discretion of the mentor/mentee pairing to develop and structure their professional partnership, along with thought starters and networking events sponsored by the PDC committee.

*\*Mentors and mentees must be MOACAC members in order to participate and reap the benefits!*



For more information or to submit your application, please contact:

Katie Martin, [kmartin221@stlcc.edu](mailto:kmartin221@stlcc.edu);  
Alicia Saitta, [AliciaSaitta@MissouriState.edu](mailto:AliciaSaitta@MissouriState.edu); or  
Michel Brindell [mbrindell@mvr3.k12.mo.us](mailto:mbrindell@mvr3.k12.mo.us).

## MOACAC COUNSELOR BUS TOUR 2013

Karen Verstraete  
Professional Development Committee



The annual MOACAC High School Counselor College Bus Tour was March 7-8, 2013. Nineteen counselors from Missouri and Illinois traveled to Western Illinois University, Knox College, Bradley University, Illinois State University, Illinois Wesleyan University, and Millikin University. The trip was packed with fun and valuable information. Thank you to all of the colleges who hosted us on their campuses!

*Pictured left: MOACAC College Bus Tour participants enjoy hearing information at Bradley University.*



## INCLUSION, ACCESS & SUCCESS UPDATE

Julie Kampschroeder

Inclusion, Access & Success Committee

### COMING SOON...

#### MOACAC SURVEY VIA GOOGLE DOCS

MOACAC's Inclusion, Access & Success (IAS) Committee has hired Dicentra Client Solutions to conduct a survey of MOACAC members on the wide variety of support they offer their students. Currently Missouri has a 31.1% graduation rate for students who go directly to a four year college and finish in a 4 year time period. It is our goal to dramatically increase that percentage!

Directors of Admissions will receive an email on April 15th asking you to gather this information and complete the survey from Dicentra in a Google Docs format. The information will be organized in a document for members only on the MOACAC website. The information will help high school counselors match students to colleges and universities that will be the best "fit" for individual students, thus increasing graduation rates.

Please fill out the surveys with as much detail as possible! Admission Directors can contact shannon@dicentraclientsolutions.com if they do not receive the email survey by April 15th. If you have any questions, please contact Julie Kampschroeder at Pattonville High School, jkampschroeder@psdr3.org.

#### FIRST GENERATION COLLEGE BOUND SEMINAR

MOACAC's IAS Committee will host a one day seminar on increasing First Gen graduation rates on the at the University of Missouri-St Louis campus on Friday October 11th from 10 am - 2 pm. We encourage you to save the date if you are a high school counselor, college admissions person or college advisor who works with First Gen students.

Please stay tuned for more details. Contact Julie Kampschroeder at Pattonville High School or Alan Byrd at UMSL if you have questions about the program.

## 2013 NACAC CONFERENCE: TORONTO



### SAVE THE DATE FOR NACAC 2013!

NACAC's 69th National Conference  
September 19-21, 2013

Metro Toronto Convention Centre  
Toronto, Ontario

For more information, visit:  
<http://www.nacacnet.org/events/2013/AboutNACAC2013>.



## CATCH THE WAVE WITH MOACAC: CONFERENCE PREVIEW

Bart Tibbs  
MOACAC President-Elect



### 2013 MOACAC CONFERENCE TOPICS INCLUDE...

- The Super Investigator: Understanding Today's "Always On" Prospective Student
- Not your average Rep - Above & beyond high school Visits
- High School Extravaganzas: Saving Students from the Undertow
- What Resource am I Overlooking? The College Admissions Counselor
- Financial Aid for Counselors
- Working with Undocumented Students
- 7 Habits of Highly Effective Reps - Managing a Busy Schedule

Aloha, friends!

I hope the recent snow and ice have you dreaming about "Catching the Wave" at the MOACAC conference April 29-30. If you have not already, be sure to register at [www.moacac.org/conferences](http://www.moacac.org/conferences) before the April 15 deadline. The conference planning committee has been doing a wonderful job combing the beach for session proposals to provide you with some great professional development. You can surf over and check out a few of the session options on the conference site.

The conference will have a lot packed into the short time we have together. I am excited to have **Mark Gordon**, President of Defiance College, as our keynote speaker Monday morning. I had the opportunity to hear President Gordon at the NACAC conference in Denver, CO last year. His message of college rankings and affordability will interest both our high school and college colleagues.

We also have the Luau Monday night. You are really going to enjoy the planned food and entertainment. Who knows, you might want to bring a grass skirt along with your tropical themed shirts for this conference.

Of course, the most important person at the conference will be you. We need your ideas and thoughts as we share our successes and wipeouts trying to encourage and guide prospective students and families to their own higher education paradise.

See you at the beach!

MOACAC Kahuna-Elect,  
Bart Tibbs

## 2014 FAFSA FRENZY

Lisa Wilson  
Missouri Department of Higher Education

The Missouri Department of Higher Education and the Missouri Association of Student Financial Aid Personnel are beginning to wrap up the 2013 FAFSA Frenzy\* program. We would like to thank everyone who volunteered their time and talents. With a record number of 650 registered volunteers, serving at 55 sites across the state, it has proven to be yet another successful year.

Although information is still coming in for the 2013 FAFSA Frenzy events, the MDHE and MASFAP are partnering closely once again to bring the College Goal Sunday program, called FAFSA Frenzy, to Missouri next year. 2014 FAFSA Frenzy events will mark the 11th year that Missouri has participated in College Goal Sunday. Through 2012, CGS/FAFSA Frenzy has helped more than 9,500 Missouri students complete the FAFSA, and another 1,400 to 1,500 students should be added once 2013 data is finalized.

Planning is just beginning and it will soon be time to submit site applications for hosting a FAFSA Frenzy

event in 2014. The MDHE is planning to release the standard site application in late April. More information regarding this process will be made available via the April MDHE Digest and you can also visit [dhe.mo.gov](http://dhe.mo.gov) for the latest information. If you would like to be notified via email when the 2014 FAFSA Frenzy site application is available, subscribe to receive MDHE electronic notifications or the MDHE Digest.

If you have any questions or comments regarding FAFSA Frenzy/CGS in Missouri, you may contact:

- Julie Meyer (MDHE, Marketing Director)
- Lisa Wilson (MDHE, Outreach Services Coordinator)
- Jaron Vail (MDHE, Program Specialist-Outreach)

*\*FAFSA Frenzy, a program of College Goal Sunday<sup>SM</sup>, is offered in Missouri through Partnerships between the MDHE with MASFAP, the Missouri Higher Education Loan Authority and USA Funds.*

### GET READY FOR CHANGES TO MOACAC COLLEGE FAIRS IN FALL 2013...

Beginning in Fall 2013, MOACAC will utilize the services of College Fair Automation, a company that would help us make all MOACAC college fairs electronic by having students pre-register online. This was implemented for the I-70 Series College Fairs in Maryville and Kansas City last spring, and at the NACAC College Fair in St. Louis in October. It will be fully implemented for all MOACAC college fairs for Fall 2013.

#### ATTENTION HIGH SCHOOL COUNSELORS!

You can request your students register at [www.gotocollegefairs.com](http://www.gotocollegefairs.com). The students will fill out a profile and download a barcode to be scanned by the college admission staff at the MOACAC I-70 Series fairs in April and all MOACAC fairs in Fall 2013. Your help is appreciated in getting all juniors and sophomores signed up as soon as they can.



## MOACAC MEMBERSHIP UPDATE

Chad Sisk  
Membership Committee

Membership in MOACAC is as strong as ever. We currently have 874 active members! I would like say that's an all-time high for the organization, but I don't have all the statistical data I need to back that up. Let's just say it's as high as it's been in recent memory!

Thanks to the efforts of our executive board members and our membership, we are spreading the word of the good things MOACAC can do for our students. Our membership wouldn't be as strong without each of you. Your commitment to the organization and to the college admission process is greatly appreciated.

Membership renewal for the 2013-2014 academic year will happen during the summer. We hope to make one addition to the membership renewal process. We would like to create a Membership Directory that includes visit times for all of the high schools in the organization. If you are a high school member, you will be asked to provide that information so it can be posted in our membership directory.

As always, if you know of anyone in the profession who isn't a member or would like more information about MOACAC have them contact me at [csisk@ku.edu](mailto:csisk@ku.edu). Best wishes for a great final quarter of the year!

### SAVE THE DATE: 2013 TOOLS OF THE TRADE

Wednesday, August 7 - Friday, August 9  
Fontbonne University, St. Louis, MO  
Cost - \$125 per person, plus lodging  
Registration and agenda available May 1

The next edition of the *Messenger* will be published in the summer after the MOACAC conference. Look for a reminder and send your submissions to the editor.

## Missouri Messenger

The *Missouri Messenger* is a 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 -

[henningh@missouri.edu](mailto:henningh@missouri.edu).

