



Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

SPRING 2010 EARLY EDITION

MESSAGE FROM THE PRESIDENT

Shani Lenore - Jenkins



March-April-May Madness is here! What happened to halftime? We're already well into the second half of the academic year, approaching the end of the season for most. And I am winding down my year as President of MOACAC. It's all happening so fast but I guess time flies when you're having fun! I can't say enough about the experience I've had in making so many connections this past year. Your Past-President (Chuck May-University of Missouri at Columbia) and President-Elect (Claire Dickerson-Villa Duchesne) have been working hard all year on bylaw revisions, our incorporation process and the annual conference and it has been a pleasure to work with them. Chuck has worked diligently on the revision of our bylaws which are necessary to complete the incorporation process. Chuck has also worked diligently at developing a fiscal policy.

As we look back at a challenging budget year MOACAC is focused on making sure we are financially sound and capable of continuing to provide professional development opportunities for you at reasonable costs. As most of you know when budgets tighten it usually translates into cuts in professional development funds. Attendance at many conferences this year has been down and it seems as if professional development might not survive this rough economic times. This is obviously disheartening. We are better equipped to be successful in our jobs assisting students when we have opportunities to share ideas and

strategies. In addition to my role as President of MOACAC I was also Chair this past year of the Missouri ACT State Organization and ACT like other organizations is feeling the budget crunch. We just had a very successful conference in Columbia a few weeks ago, but our attendance was down. As we brainstormed about ways to survive this budget crunch, collaboration among organizations became a featured topic. Why not combine some of these activities so we can possibly cut down costs and increase participation? If you have been lucky enough to participate in professional development activities, I'm sure most of you had to choose which one. What if the one you chose covered a broad range of topics? All of our education-related organizations work towards a common goal-the success of students. I know many of you are active in other education-related organizations so let's begin to think about how we can collaborate in our professional development activities. As I move into the Past-President role this type of collaboration is something I would like to work on.

Speaking of professional development, I hope most of you will have the opportunity to join us at our Annual Conference, April 25-27th as your president-elect, Claire Dickerson and her conference planning committee have been feverishly working on a successful program. They've organized phenomenal sessions that truly reflect the conference theme, "Live the Dream". Our

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MOACAC EXECUTIVE BOARD

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Jessica Shasserre, Maryville University

MESSAGE FROM THE PRESIDENT

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annual conference will be a great kick-off for our National Conference being held in St. Louis in September. Your Local Arrangements Committee has also been working feverishly on making sure MOACAC and St. Louis are recognized nationally as great hosts. I hope you can make it to the National Conference since we really don't know how long it will be before it's in our backyard again.

I could go on and on about the great work the executive board and committee members have done this past year but their work is reflected in the strength of our organization. I want to thank all of our members for your work in assisting students. We are preparing ourselves for a bright future. Thanks again for trusting me to serve in this capacity and I look forward to seeing the organization continue to grow with Claire Dickerson's leadership. See you in April and Happy May 1st!

TREASURER'S REPORT

Whitney Molloy

As of 3/26/10:

Checking Account	\$54,949.42
Money Market	\$44,160.58

TOTAL \$99,110.00

Last year, as of 3/31/09:

Checking Account	\$15,102.70
Money Market	\$44,000.53

TOTAL \$59,103.23

MOACAC BYLAW REVISIONS

In accordance with Article III, Section 2b of the Constitution of the Missouri Association for College Admission Counseling (MOACAC), and Article XV of MOACAC's Bylaws, any changes to the constitution/bylaws of MOACAC must be presented to the membership within 30 days of the annual business meeting. MOACAC's Executive Board was given the revisions in early February and has approved for them to be forwarded to the general membership.

Revisions to MOACAC's bylaws that MOACAC's Governance & Nominating Committee recommend are posted at www.moacac.org. There are significant revisions. These revisions are proposed primarily to bring consistency with NACAC Bylaws, and to more appropriately place content that has only been included in the constitution inside the bylaws as NACAC requires.

Please review the document and email all questions/comments that you have to **Chuck May**, mayc@missouri.edu, or call 573-882-2458. If you have issues or changes that you think that need to be made, please contact me. We will not be able to table this vote due to our need to file articles of incorporation with the State this year.



Chuck May

Again, we will vote on these bylaw revisions at the MOACAC business meeting at the spring conference.

Thank you for your time, and a big thank you to the committee that helped with these revisions, **Jill Duncan, Bridget Gramling, Beth Collier and Scott Hill.**

2010 MOACAC NOMINATIONS

The MOACAC 2010 Governance & Nominations Committee is comprised of the following MOACAC members:

- Chuck May; Chair, MOACAC Past President, University of Missouri
- Jill Duncan, Missouri State University
- Bridget Gramling, William Jewell College
- Beth Collier, St. Louis Priory
- Scott Hill, The Barstow School

This committee is pleased to present the following slate of candidates for MOACAC Executive Board positions:

- President-Elect (3 year term) – **Drew Griffin**, University of Missouri St. Louis
- Treasurer (3 year term) – **Andrew Wright**, Missouri State University
- High School Delegate (3 year term) – **Alicia Saunders**, St. Joseph Central High School
- College Delegate (1 year term) – **Ramon Blakely**, St. Louis University
- Alternate High School Delegate (1 year term) – **Chad Sisk**, Marquette High School
- Alternate College Delegate (1 year term) – **Patti Harper**, Avila University

The committee would like to thank everyone who submitted names as well as those individuals who wanted to be considered for these elected positions.

More detailed information about each nominee will be available on the MOACAC website shortly and in your registration materials at the annual conference. Each voting member of MOACAC will be asked to vote on this slate of candidates as one full slate at the General Membership meeting during the Annual Conference in St. Louis. The committee is excited about the experience, geographic representation, and enthusiasm that each potential nominee will bring to the Executive Board, and more so, continue to bring to the members of MOACAC.

Finally, you won't want to miss out on the annual recognition of various MOACAC members who will be honored with the Peggy S. Clinton Memorial Service Award, President's Award and the Rising Star Award. These will be presented at the luncheon. For a full listing of previous honorees, visit www.moacac.org.

LIVE THE DREAM: 2010 MOACAC CONFERENCE

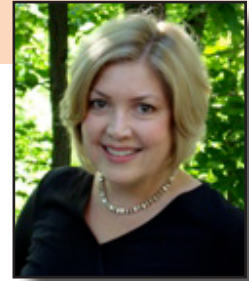


The MOACAC spring conference, "Live the Dream," brings the promise that warmer weather is forthcoming. This year's conference will open with our keynote speaker, Weldon Long. Mr. Long was released from prison in 2003, and today he is the largest mechanical contractor in his Colorado region. Stephen R. Covey, who "loves and supports his [Long's] books," is convinced Long is on a very special mission in life. Mr. Long claims that "dreams really do come true." He will share a simple four-step process that will allow us to live our dreams and to guide our students toward happiness and prosperity.

The conference committees have been working hard to offer several new components to the meeting. Our goal is to invite those counselors who either lack the professional development funds or who may be unaware of our organization. To that end, the committees have created an outreach effort that includes sponsorships for St. Louis city and Missouri rural counselors. Our hope is that all counselors in the state of Missouri will have the opportunity to attend the conference and to learn strategies that will enhance student performance and outcomes. MOACAC and St. Louis area attorneys are funding registration fees for those counselors who qualify.

Additionally, imbedded in the conference schedule is the new St. Louis City College Fair. This fair is designed to make the connection between college ad-

mission officers and students both easy and informative. The fair will take place the afternoon of Monday, April 26th. The MOACAC-sponsored fair is free to all colleges. Please go to www.moacac.org for more information.



Claire Dickerson

Session highlights include...

- Counseling the first Generation College Student
- What's New for Counselors in the 2010-11 Common Application
- Engaging Faculty in the Recruitment Process, Life Beyond the "Road Warrior"
- Essay Writing: the Good, the Bad, and the Ugly
- Freshman Year Abroad? Study Abroad? Nothing Compares to Being There
- In Their Own Words: High School Students Define the Boundaries of Facebook and Other Social Media
- Advising the Future Engineer
- Financial Aid and Student Loans
- ACT Test Prep
- College Athletic Eligibility
- Data, Data, Data. How to Best Use the ACT/PSAT

The conference will bring professionals together to develop long-term relationships and networking possibilities within the context of a strong learning forum. With the Social to be held at the Top of the River Front and entertainment to include Erin Bode, a dj and karaoke, there will also be fun for all! To register, please go to www.moacac.org.

LIVE THE DREAM: 2010 CONFERENCE HIGHLIGHTS



CONFERENCE KEYNOTE SPEAKER

Weldon Long's Story

Weldon Long is an expert in personal responsibility: a dynamic entrepreneur that broke a twenty-year cycle of prison, poverty and addiction and grew an Inc. 5000 company with \$20 million in sales in just 48 months. He is now inspiring greatness in others and sharing a powerful four-step process that he developed while in prison, teaching people how to overcome any obstacle they might face in life and to achieve their dreams.

Weldon's new book, *The Upside of Fear*, jumped to #35 on Amazon.com recently... #3 in the Memoirs section while receiving five-star reviews from top critics. It also reached #1 on BarnesAndNoble.com in their Business Biography section and won a spot on the American Bookseller's Association's Indie Next List for October. This riveting memoir of brutal crime and prison time has been praised by both Dr. Stephen Covey and Tony Robbins and has already been awarded by the New York Book Festival, the Hollywood Book Festival, and is a finalist in the National Best Books Awards by USA Book News.

The most amazing part of this story is that just six years ago, Weldon walked out of prison without a dime to his name! If you're interested in learning more about Weldon, please visit www.WeldonLong.com.

NACAC 2010 NATIONAL CONFERENCE



Mark your calendars now for September 30-October 2, 2010, when more than 5000 attendees at the National Association for College Admission Counseling (NACAC) Annual Conference converge on the city of St. Louis at America's Center for an excellent professional development opportunity. Right here in "our backyard" will be the chance to gather information and network with colleagues from around the nation and around the world. You are even invited to join in on the excitement by volunteering your time. More details, including upcoming registration and volun-

teer information, can be found at www.nacacnet.org.

CHECK THIS OUT! Does FREE fit your budget?

Secondary and community college professionals within Missouri can take advantage of an opportunity to attend the 2010 NACAC Annual Conference on Friday, October 1, 2010 at no cost (sponsored by the Missouri Association for College Admission Counseling and NACAC). For this day only, Missouri individuals who are not currently NACAC members will be able to participate in the following: educational sessions, the Counselors' College Fair, a fabulous lunch, and other networking events without having to pay a registration fee – yes this is a free opportunity! Details will be sent to all high school and community college counselors within Missouri as well as to each superintendent and principal within all high schools in the state. If you have questions, you may contact Local Arrangements Committee members Mark Steinlage (SLU) at msteinlage@slu.edu or Colleen Murray (Villa Duchesne Oak Hill) at cmurray@vdoh.org.

LEGISLATIVE UPDATE

Braxton Rethwisch

ACCESS MISSOURI PROGRAM

Governor Nixon has made it clear that he wants to revise or perhaps dismantle the Access Missouri Program. His proposal would reduce the amount of state funding available to students attending four year private colleges and universities in Missouri and increase the amount available to students attending Missouri four year public institutions...so that the award amount would be equal. The legislation to do this is written in Senate Bill 784 and House Bill 1812. Both bills have cleared the education committees in each chamber and barring a technical snag, expect these bills to reach the floor for debate in the House and Senate.

House Bill 1473 would reduce the GPA renewal requirement for Access Missouri eligibility from a 2.5 to a 2.0 for students with less than 60 semester hours. After a student earns 60 semester hours, a 2.5 GPA would be required for eligibility to receive Access funds.

This legislation was introduced by Representative Mike Thomson, who is a former Admission Officer at Northwest Missouri State.

Two years ago members of MOACAC met with Representative Thomson when in Jefferson City for "MOACAC Legislative Day" We pointed out how many first and second year college students were denied renewal funding even though they were "making satisfactory progress" because they fell short of the 2.5 GPA. Representative Thomson remembered our discussion and introduced this legislation. This bill was voted "Do Pass" by the House Higher Education

Committee by a vote of 12-0.

SENATE BILL 733 would extend the reach of the Missouri Scholars Program to the top five percent on ACT or SAT--at a smaller dollar amount (than that offered to the top three percent). In light of the fiscal problems facing the legislature and the uncertainty of the Access program, the fate of this proposal is uncertain.

At the federal level: **PATHWAYS TO COLLEGE ACT** Introduced by Senator Durbin of Illinois, would provide resources for planning for higher education, including a "College Coach" who would be designated to help "create a college going culture" to students in impoverished schools (as determined by the percentage of students eligible for free and reduced lunches). Missouri Congressman Lacy Clay has joined on as a Co-Sponsor. We hope to gain other co-sponsors from the Missouri Congressional delegation, especially those districts which include schools with a high percentage of students who qualify for free and reduced lunches.

Congress is focused on health care and the Missouri Legislature is dealing with crucial budget issues. The result is that education funding will suffer. Attempts will be made to reduce, combine, or eliminate the state funded programs mentioned above.

Do not be afraid to fight for the programs that are important to your school and especially the students and families who are important to you. A budget battle is not a matter of "right or wrong" it is simply a battle over priorities. Contact me if you have questions.

NEWS AND NOTES

On March 5, 2010, members of the Day/Night Committee met to establish the MOACAC college fair schedule for Fall 2010. The committee co-chairs **Tammy Cloutier** and **Kim Schank** have been working throughout the remainder of the month with hosts to finalize the schedule. Boasting over 100 college fairs, the complete calendar will be distributed at the upcoming MOACAC conference in St Louis, and posted in the Members section of the MOACAC web site in the coming weeks.

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.

MOACAC LEGISLATIVE DAY 2010

On February 10, 2010, members of MOACAC met in Jefferson City for MOACAC's annual Legislative Day. Participants heard from Missouri State Representative and Vice-Chairman of the Higher Education Committee Mike Thomson, Missouri State Senator Scott Rupp, and political observer David Drebes. The morning's discussion included the Missouri Access grant, the Bright Flight awards, and the future of higher education funding in the state of Missouri. A big thank you goes to **Braxton Rethwisch**, MOACAC Government Relations Chairman, for organizing Legislative Day.



MOACAC members attend Legislative Day in Jefferson City.



Jay Goff from Missouri S&T joins the discussion at Legislative Day.



Political observer David Drebes speaks to MOACAC members.



Senator Scott Rupp speaks to MOACAC members.



Braxton Rethwisch and Representative Mike Thomson at Legislative Day.



MEMBERSHIP UPDATE

Nicole Buesse, Kyle Johnson

As our year of transition for MOACAC Membership comes to a close, we are happy to report the following numbers (as of 03/10/2010): 370 College Members, 191 High School Members, and 10 Other Members which is 571 total. This is nearly a 10% increase from last year! This increase in numbers not only demonstrates the value found within the MOACAC organization but also assists with our ability to vote within the national organization (NACAC). If you find yourself regularly forwarding MOACAC emails and information to co-workers, encourage them to become a member as well! There is no cost for a secondary

members and the benefit is tremendous for our organization. In preparation for the next membership year, we ask that you take a moment to email us about some of the benefits you've found within MOACAC. Your quote may be featured in an upcoming brochure or informational letter! Please email **Nicole Buesse** at buessenicole@rockwood.k12.mo.us.

The MOACAC Membership Committee would also like to welcome Amanda Sisk of Fontbonne University to the team!



See you in St Louis!

April 25-27, 2010

For more information about the 2010 MOACAC Conference, *Live the Dream*, or to register, visit...

www.moacac.org/2010_MOACAC_Conference.html.

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.

Articles and submissions for the *Messenger* are welcome. Please contact the newsletter editor, Heather Henning -

henningh@missouri.edu.

