

MOACAC Executive Board Meeting Minutes
Thursday, November 17, 2016

In attendance: Jeff Buckman, Mark Steinlage, Charlie Hungerford, Rob Lundien, Heather Brock, Chrissy Guerra, Earl Macam, Jeff Barringer, Zach Bays, Ashley Beck, Katie Foley, Karen Verstraete, Teresa Bont, Joann Elliott, Kim Howe, Beth Collier, Kim Maskrey

1. **Past president (Karen Verstraete)** – Bylaws have been submitted and accepted by NACAC. Assembly updates given at previous meeting during NACAC Conference (Removing Parent PLUS loans from award letters and SPGP info.) Will send out nomination forms for awards after the first of the year.
2. **President-Elect (Mark Steinlage)** – STEAM tour. Will report on later in the meeting.
3. **President (Jeff Buckman)** – SPGP is being reviewed. Carolyn Blair is on that committee. SPGP should be up for review at all affiliate conferences.

-Received call from Greg Ferguson from NACAC National Fair. Met him at LDI and had put a bug in his ear to be considered for STEM tour additions. We are on the short list of places they are looking at for the future.

4. **Executive Assistant (Joann Elliott)** – College regional fairs went well. Need to work out a few bugs, but largely things went smoothly. CUBE went well.
5. **Treasurer (Kyle Strothmann)** – (Not present.) Not a lot of change in status, however, we saw an uptick in funds due to regional college fairs. Most of that will be set aside to increase reserves. Jeff mentioned we need to put into place a fiscal responsibility committee that include present council plus select members from organization.

-It was suggested we create a 'master list' of directions for each committee board member so they can pass the notes to each upcoming person into the position.

- Earl suggested we consider altering when people move off and on boards and moving transition to spring conference rather than waiting until June retreat. Can maybe do a work lunch at the end of conference to work with transitions.

6. **Government Relations (Kyle Strothmann)** – (Not present). Jeff reported Legislative Day will most likely be in February. Last year 3 or 4 exec boards attended with another 3 high school counselors from the area. Jeff would like all exec board members to be there. Beth mentioned timing was not the best. Volume in attendance is important to get voices heard. Jeff will talk to Kyle to see what options are available. The date for 2017 will be sent out soon. Highly suggested you attend if at all possible. Important issues such as Bright Flight, Access MO, etc are all discussed.

7. **Communications (Joe Fox)** – (not present). Jeff reported he's done a great job sending things out. If you have information you want out there, push stuff towards Joe so he can get the word out for you.

8. **Admission Practices (Charlie Hungerford)** – Mentioned SPGP review.

9. **Membership (Beth Collier & Charlie Hungerford)** – 12-13 additional members since October. Enrollment is stable. Charlie, Beth, Joann worked diligently to clean up, increase and renew memberships prior to CUBE. Currently we have 2100 profiles. Of those, 384 primary members with 1069 additional members. Karen would like to see us increase NACAC membership. Beth mentioned that taking care of database has become increasingly busy. Karen mentioned trying to increase those national memberships (also principals, etc.) within major areas of the state. IF our national membership declines, we lose delegates and we recently lost one.

10. **MSCA Liaison (Rob Lundien)** – Just had MSCA conference last week. MOACAC had huge presence there. MSCA was pleased to have us. MOACAC table had a lot of traffic. A lot of people asked about CUBE and membership issues. Questions asked included if we could bring CUBE back to Springfield. Also, need to have membership sign-up available at conference. Need to figure out how to do payments—manually or online. Suite was given to MOACAC for free for evening social. Prizes went over well. Gave away four baskets to elementary schools. High school free memberships and conference registrations were given out with their raffles. Great exposure for MOACAC.

11. **Inclusion, Access and Success (Jeff Barringer and Ashley Beck)** – Moved IAS Conference to include females. This year, looking at 2 different Saturdays in June—10th and 24th. Looking to do 2017 at Fontbonne and the following year will be in KC. Great line-up for presenters. Want to include at least two camp speakers—a male perhaps in Law Enforcement. Breakouts about college readiness (will solicit help from STARRS), affordability, financial literacy, what to ask at fairs or on visits. Want to also bring in a student panel. Want it to be fun and informative and work to increase college readiness skills. Goal is to do this for as little cost as possible so they can increase scholarships. Beth Collier volunteered to work on committee with them for IAS Conference. May want to reach out Scholarship Foundation, College Bound, etc. May want to reach out to civic organizations for funding. Talk to Kyle in regards to insurance / background checks, etc. May need volunteers to help run if they hit their goal of 50 attendees.

Application process for scholarship will be out soon and be placed on the website. Will close on February 15th so they have time to evaluate the applications. Plan to launch scholarship application earlier next year. Winning candidate's school must be a member of MOACAC. Check with Joann, Beth or Charlie to verify school's membership. Earl says application is currently behind members only section. Can be moved out from under lock and key if needed. As far as scholarship requirements, suggested to move to 2.5 GPA and shorten essay. Will give 1 / \$1000 scholarship. Would like to increase to two scholarships.

12. **Professional Development (Katie Foley and Chrissy Guerra)** – CCI was on 11/4. 19 registered for event. Part of attendance issue was conflict w/MSCA and because it was in KC. Feedback was it would be better if it was marketed to all HS counselors and not just "college counselors". Event went well. Next year may come back to STL or Columbia.

Jeff Buckman suggested offering CE credits and asked if that would increase attendance at CCI and other events. Jeff will check into it.

Bus Tour: Looking at Indiana in March 2017. Marian, DePauw are in. IUPUI, Purdue, and Rose-Hulman are possible. Butler was not sure about financing. Schools will provide meals and/or housing.

Tools of Trade: 40 attended. Columbia college hosted. Had great presentations and interactive! Feedback was good.

STL CUBE: Over 100 college reps, 65 colleges and 200 colleges. It would be nice if gym was available for fair.

KC CUBE: Held at Rockhurst. 75 college reps from 56 colleges. Over 100 counselors.

For next year, have zero bids from William Jewell and Rockhurst. Has also reached out to Logan and Avila about hosting next year. If we add Springfield, we need to have a coordinator for that location.

13. **STEAM Tour (Heather Brock and Mark Steinlage)** – Added the arts piece into the tour. Costs estimated at about \$3000 per college. Contacted Webster and they are excited. Have been in talks with KCAI. If not KCAI, then moving on to Columbia College. UMKC, Mizzou, SLU, MO S&T, STLOP, Webster and Washington University are confirmed. Will happen week of July 17, 2017. Bids from different bus companies are in and being finalized. Cost for counselor is \$450 plus flight. It was suggested that when they get into details to have HS counselors from area provide input on what and would not work.

14. **Technology (Earl Macam)** – New website is live. Archived Memberclicks in the event we need anything from old site. Firetoss would like to hand off development of Google Docs to us. Joann and Earl will need to go to training. Firetoss prefers to do one daylong training. Tech support will remain for us. We will continue to populate data (spring college fair, etc) as things come up. Training may happen between Thanksgiving and Christmas. Earl will put out Google Doc with times and dates for possible training.

Within next month, the push will be made to members. All memberships will have to log in to new site. Had to buy a plug-in to get 'admission tickets' to register for college fairs. Plug-in cost is one-time fee. Had to buy our domain back from Memberclicks. Registrar is now Go Daddy and we pay \$20/year and we now own it. No one can log in to new site as of right now. We are in a lull for the moment. If we want to change out stock pics, we need quality camera shots.

15. **Conference (Kim Howe)** – Mo Innovation. Mo Inspiration. MOACAC. is the theme for conference. Presenter proposals are slow coming in. They are making connections with others to reach out to for presenting. Doug Lindsey will be keynote speaker. Date for conference is April 3-5, 2017. Wants to get MMI agenda out by end of November as well as golf outing teaser to encourage people to register. Exhibitor/Sponsorship paper mailing will be out by Thanksgiving. Will follow up with electronic communication after that. Earl said any web-ready content can be sent to him and he will put it on the new website. Cancellation policy—wants to cover bases so we are fiscally responsible. (For individual cancellations.) Want to put into program conference dates and location for 2018.

Jeff was approached about doing super conference in 2020. Kim suggested making that part of this year's evaluation to judge interest. We will have golf outing, social event, etc. so please contribute prizes.

Jeff is hoping entire exec board attends conference and attends meeting after.

15. **College Fairs (Zach Bay & Kimberly Maskrey)** - Maryville was lowest bid at \$1200 and they will have spring conference. The college fair will be Sunday, April 23, 2017 from 1-3pm. Worked on getting help from counselors in St. Louis to help with the event. Karen suggested Kimberly send info to her so she can forward to SLACC members. Google form is ready to go for spring college fair. Would like it posted on site for colleges to register. Checks will be mailed to Watson Rd. MOACAC mailbox address. Can do a "Save The Date" mailing to those who came to fall regional fairs. Kimberly will send flyers out to high schools and getting bottled water, etc.

Jeff Buckman said regional college fairs went very well with the exception of attendance at UMSL. Jeff mentioned that the calendar needs to be set for next fall. We need to back off from being the fair travel coordinator for all of the smaller fairs. Charlie pointed out that now is a great time to bring to HS attention that FLSA prohibits staff out on road for 60+ hours per week. Zach and Jeff will craft a statement that will be sent to schools to understand the format and benefits of regional college fairs as well as dates. Do a Google Doc form on website to get feedback from schools on who wants fairs in general and then regionalize from there.

Contracts for regional college fairs—Contracts need to be used next year for reimbursements and setting parameters for fairs. Discussion was around how to bill and reimburse schools. Kyle needs to be brought in as part of the discussion to make a final decision on how to best do this. Table this decision until February Executive Board meeting.

Other Business:

Imagine Grant – Deadline December 1st

Treasurer Elect – Who might be a good person to help the transition whenever Kyle decides to roll off?

NACAC Fair in KC going to a one-day format.

Strive Scan – Tabled until next meeting.

Meeting adjourned.