

MOACAC EXECUTIVE RETREAT

JUNE 14-15, 2017

MEETING MINUTES

Day 1

In attendance: Mark Steinlage, Earl Macam, Jeff Buckman, Charlie Hungerford, Rob Lundien, Jeff Barringer, Sara Ringe, Kyle Strothmann, Heather Brock, Liz Majors, Erin Stein, Ashley Beck, Jamie Staggs, Nikki Hostnik, Joann Elliott.

Mark Steinlage, President – Introductions; Information on statistics regarding NACAC, K-12 counselor ratios, international students, travel ban, etc.

Sharing successes...goal is to be an affiliate that NACAC looks to as an example of being well run. Some of our successes this past year including creating revenue streams such as regional college fairs, STEAM tour, etc. We have been re-creating for ourselves our ideas from other affiliates, but need to be creative in coming up with new ideas. Looking at information gathered from affiliate surveys and attending other meetings gives us an idea of what the trends are currently in the profession.

Open discussion – brainstorming ideas, asking questions....

Project Lead the Way (Rob L) – PLW puts engineering courses and teachers in schools. Students can earn college credit (MO S&T). Is that something we can do in partnership with STEAM? (Internships, etc. with engineering firms).

- NACAC sends out some information that we can then communicate to our MOACAC members. To whom should this be directed? (Charlie H.)

-Direct all correspondence regarding events and information to Jeff Buckman and he will post on the website and/or utilize Mail Chimp. Jeff would like to see first notification of events going out six weeks prior to your event.

- Liz Majors sent out reimbursement forms so everyone can be reimbursed. Look for email.
- Erin Stein asked about how registration data is collected is collected for CUBE (via Google Docs and may change depend upon how we do membership for next year.) Will be discussed Day 2.

Day 2

Past President Report (Jeff Buckman) –

- NACAC conference – Will be voting for board directors. If you know any of them and have opinions, let the delegates know.
- SPGP is going under review. They hope to present the final version at Boston in September.
- NACAC is redoing membership categories. We will have to match their categories with theirs. We may have bylaw changes as a result in April at conference.

- NACAC is doing a hub session during national conference. Jeff will be helping Karin Smith do a presentation on regional college fairs at one of the hub sessions.
- Joint conference in April 2018—Jeff will be in charge of awards. If you know of someone that would be a good nominee for an award, please let him know throughout the year.
- Jeff would like to set up a past-president's council who can serve as a sounding board and resource.

Treasurer's Report (Kyle Strothmann & Liz Majors)—

- Budgets were emailed out with detailed amounts to exec board members yesterday.
- Increases from college fairs, STEAM tour, etc. all help, but is not considered a revenue stream until we have three years under our belt.
- Spring conference operated at a small loss this year (appx \$2,400/yr). Golf outing money will be used for Imagine Fund.
- Now that we have established the money market goal (100% of operating budget in cash reserves), we will work to see how we can better invest the money we have coming in.
- Members need to understand the money market money cannot be invested.
- We need to be transparent with members in what our game plan is and seek input from them on how best it might be invested.
- ROI might be used toward helping members attend events, fund memberships, scholarships, fund CEU's, etc. in a responsible manner to give back to members.
- Treasurers plan to meet with investment professionals this summer.
- Have comment cards at Boston as well as craft email to all members to get feedback and everyone is part of the conversation. Plan to have year of input, year of exploring, and a year of implementation. Will also seek feedback at CUBE.
- Changes in finance policies—identifying exec board and exec council members. Updated approvals for check-writing, etc. Budgeting authorizations were also addressed along with reimbursements for meals and travels. Must provide original receipts and not credit card receipts. Changes in finance policies were emailed to all exec board members yesterday.
- Working on updating changes on how sponsorships and donations are recorded so we have paper trail for sponsors who made agreements with us to provide funding.
- All committees need to have their individual budgets to Kyle and Liz within next week so they can approve budget by August 1. If budgets are not submitted on time, committee's budget will default to previous year's budget.
- Be conscious of paying for things that are in your institution's budget through them rather than charging unnecessarily to MOACAC. Mileage reimbursed for driving your own car. Gas only for rentals.

Membership Discussion—

- We can stay with FT and go to individual memberships OR we have to go back to Memberclicks OR we have to find another option to collect membership data.
- If we keep data primary/secondary along the way, our data will never be clean.

- Mark asked for a vote from Exec board on who was in favor of going to single membership platform. Passed unanimously.
- Need to advertise changes extensively
- College reps will have to be a member of MOACAC in order to attend CUBE and college fairs
- Rates voted on and set at:
- **MOACAC Voting Memberships**
- **COLLEGE AND UNIVERSITY REPRESENTATIVES:**
 - *College/University Institution Representative - \$30.00 (USD)*
 - *College/University Regional Representative - \$30.00 (USD)*
- **COUNSELORS AND CONSULTANTS**
 - *Public/Private High School Representative - \$25.00 (USD)*
 - *Independent Educational Consultant - \$25.00 (USD)*
- **RETIRED PROFESSIONALS**
 - *College/University/High School/Independent Retiree - \$15.00 (USD)*
- **NOT-FOR-PROFIT ORGANIZATION PROFESSIONALS**
 - *Community Based Organization - \$15.00 (USD)*
 - *Non-Profit Organization - \$15.00 (USD)*
- **MOACAC NON-Voting Memberships**
 - *College/University Student or Faculty Members- \$15.00 (USD)*
 - *For-Profit Organization - \$30.00 (USD)*
- Mark will craft an email prior to July 1 that outlines changes
- We will export data, zero out database, and re-do membership for ALL beginning July 1
- Pres Cycle along with Joann will work with Firetoss to determine what data is collected and what the webpage will look like including what is behind the log-in screens, etc.
- Jeff needs from Mark the communication piece what will happen
- Jeff will build pages and activate it for us so we can pre-register to test
- Joann will make sure it works!
- Goal is to open registration in July

Value / Complementary memberships— Mark Steinlage

- What is the value of being a MOACAC member?
 - Create a speakers series list for MOACAC to speak at rural schools (members only)
 - Call for volunteers? (put on membership registration)
 - Create professional development hours / continuing education hours
 - Do focus group to see what folks need
 - Webinars behind members only section of webpage
 - Live stream for those outside of STL/KC areas (behind members only) for CUBE
 - Partner with companies who will give our members discounts (AAA, car rentals, etc.)
 - Put together membership brochure/business cards/QR codes, etc. that we can all pass out to potential members to educate them about the benefits of MOACAC (amend last year's)

STEAM tour— Heather Brock

- STEAM tour has had a few people back out, but filling from wait list
- Heather is working with individual colleges on details for each stop

- There are eight colleges on the tour (UMKC, Columbia, Mizzou, S&T, Wash U, Webster, SLU, STLCOP)
- Full at 30 counselors
- \$13,500 revenue / +\$50 for cancellations

- College Fairs— Jamie Staggs
 - Calendar is finalized! Thanks to Jeff Buckman for orchestrating.
 - Notifications will be going out soon to letting people know their dates and ask them to verify. Two were denied.
 - Looking to improve fairs in terms of experience and create excellence. Make sure the layout is correct, water bottles on every table, increased student participation (create incentive like geocaching), advertising, etc. We need to incentivize kids to come. Make sure tables are marked, hospitality rooms, etc. Need food items (not just granola bars.)
 - Jamie Staggs is forming a committee including the regionals and finding out what they like/don't like in fairs so we can address it.
 - Do we change location of Maryville Fair?
 - There is no host person at the Maryville Fair and we need to fix that since it is a MOACAC event.
 - There are fairs in February at SWIC. Can we piggyback off that? Or NACAC STEM fair in early March?
 - Suggested list of what to provide colleges should be sent to host sites (ex: water, snacks, appetizers, etc.)
 - Wish list – consistent logo signage (parking, etc.), hotel agreements (shuttles and rates)
 - Pricing – Spending more money to make a quality fair; Made \$56,000 clear last year. Increases in salary, insurance, etc.
 - Considering increasing 1-2 band by \$100 (this only affects 5 MO schools). Put it to a vote. Passed unanimously.

- Professional Development— Erin Stein
 - 2017: KC CUBE – William Jewell; STL – SIUE;
 - 16 responded to be PDC volunteers
 - Erin would like to see CUBE registration from last year's CUBE to see if she wants to add questions (esp about accessibility for tours)
 - Considering one TOOLS event in KC backing up to CUBE. TOOLS at Rockhurst on 8/30.
 - How does she recruit presenters for TOOLS? -Start with list of previous speakers
 - CCI is slated for STL this year. Might consider it to be in southern MO? Need to select a date.
 - Looking at September 28-29 if that date works
 - Consider leaving it at Fontbonne if that date works in September.
 - Would like to add locations in various parts of the state.
 - Bus Tour will be in June 2018. Surveys indicated Iowa, Tennessee, Chicagoland, or an **KC/Omaha/Lincoln/Lawrence loop**. Members only.

- IAS Updates— Jeff Barringer / Ashley Beck

- Opened conference up to all students in MO in underrepresented populations
 - Held at Webster U on June 10th. Had 22 registered and only 7 showed
 - 7 who attended were super engaged and open. Quality was great!
 - Four sessions – Motivational speaker, College readiness, major and career exploration, tour of campus, financial aid, 13 colleges at college fair. Ended with root beer floats and trivia.
 - Had difficulty getting a host site
 - Need to start earlier to lock down dates/times/host sites
 - Looking for suggestions on location for next year in KC – Kaufman Foundation?
 - MO Baptist has expressed interest for 2019 in STL
 - Can repeat presentations, etc. since students cannot re-enroll.
 - Might consider opening it up to rising 10th graders
 - Would like to expand to rural areas
 - 2 Braxton scholarships were awarded - \$1,000 each were awarded at conference in April
 - Would like to be able to increase the scholarships to four years
 - Would like to look at a comprehensive plan to develop the scholarship program
 - Might roll scholarship award into attendance at Inclusion conference for one scholarship
 - As you work with other organizations (STL Graduates, etc.) be sure to mention MOACAC
- Conference 2018 – Nikki Hostnik
 - June 30th is a skype meeting with all chairs
 - Would like to do a site visit this summer
 - Needs budget information from treasurers
 - Still needs notes/files from Kim Howe
 - Wants feedback on what topics members are interested in
 - Needs some communication support from Mark and others to get word out. Can que emails in advance via Mail Chimp to get the word out.
 - Sponsorship is a big concern. This will be priority for Nikki to have a person on this!
 - Got good response from membership to be involved with conference
 - Key note speaker – Rob Franek from Princeton Review
 - Needs conference theme
 - Will need on-site meeting at some point in KC
 - MOACAC will handle all registration for GPACAC and MOACAC (build Weebly site off link)
 - FELPS will happen again at conference as will bingo
- Executive Assistant – Joann Elliott
 - Overall a good year. Things are starting to take shape and we are figuring out the blueprint of what records we want to keep, etc. going forward
 - If you have events coming up that you need emails sent via Mail Chimp, let me know
 - If you have made arrangements to have sponsorships where you are expecting payments, etc. let me know. Sometimes people call me and I don't know WHY
 - If anyone has membership question, please have them call me as a resource in addition to Membership Chairs.

- My ea@moacac.org is not working. Please use joann@cct-stl.com. Use my direct cell # 314-602-2126.
- Several people have either asked about counseling or admissions openings. If you know of someone who is needing an employee or looking for work, let me know.
- UPS box will increase \$60/yr (\$5 per month) beginning in January 2018. We will need to increase payment or move our address.
- Is there anything you want me to ask the other EA's as far as questions you have regarding how things run with other affiliates, etc.

- Government Relations – Kyle Strothmann
 - On a state level, only thing in legislation is funding bill that will be voted on and hopefully passed
 - On a federal law, Trump's education budget looks to have a proposed \$9 billion project cut.
 - Data retrieval tool – working on Dept of Ed's website
 - Fiscal spending bills for 2018 will probably be funded at lower rates/cuts. Finding for education and arts will be cut.
 - Travel bans – NACAC and our affiliate has signed off in opposition of travel bans
 - Government relations day will hopefully be in February 2018

- New Business—Mark Steinlage
 - NACAC STEM Fair on March 4, 2018 at Saint Louis University (not a revenue generator for MOACAC)
 - STEM Fair has far reaching effects in terms of industry. Hope to have 120 schools.
 - No MOACAC representation is required for STEM fair
 - Website advertising – Mark will read up on it and see if it is something we could pursue whether for banner ads, etc. for colleges, ACT, etc.
 - Mark will set up future meeting dates and let everyone know
 - Meeting adjourned!