

MOACAC Executive Board Meeting
January 24, 2018
Governor's Building / Jefferson City

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

- I. **Past President Report** (Jeff Buckman) – For voted on positions as well as awards, Jeff has organized a committee to help him decide. (Scott Hill, Jenny Klug, Kyle Johnson, Tim Eggleston). Would like to set a precedent for Rising Star to have one from HS and one from college side each year. Nominations for awards are due on February 1.
- II. **Treasurer's Report** – (Liz Majors/Kyle Strothmann) – We have 50k increase from last year; \$88K for college fairs this past fall, PD events \$14,570. Liz sent out treasurer's report to exec board members yesterday. Membership has been consistent. We anticipated 16K and are at 15.7K. Spring regional college fairs this spring along with conference and 2018 STEAM tour will provide additional income. Kyle and Liz are working on moving on to Quikbooks. Looking for a treasurer-elect for next year. We are very close to going over budget for Technology. Suggested we present to Jeff what we anticipate tech needs will be so we can work on budget going forward for this area. We anticipate a membership uptick prior to conference. Jeff anticipates more fees from Firetoss due to new page builds for spring fairs.
- III. **Government Relations** (Kyle Strothmann) – In process of scheduling day for Jeff, Mark, Earl, and Kyle in DC on February 25-26 to meet with members of government and advocacy meetings. Any NACAC member can go, but each person needs to pay their own way. Topics they will advocate for will largely be dictated by NACAC. As an affiliate, will also advocate for DACA as well as accountability for institutions of higher ed. Rob Lundien spoke about petitioning that is going on in regards to Computer Science replacing third year of Math in HS graduation that occurred as part of Legislative Day discussion. He pointed out concerns with colleges requiring third year of math for admission as well as NCAA eligibility concerns. Also brought up ACT concerns and not being prepared for test with less math classes.
- IV. **Membership and Admission Practices** (Charlie Hungerford) – Has created membership data in Shared Google Drive and data can be updated annually for better record-keeping. Membership currently sits at 635 including 287 colleges members; 65 regional college reps; 218 HS counselors. Mark commented we need to start working on membership expirations and sending out renewal reminders. Jeff suggested making all members 'expire' on June 30th becoming inactive therefore forcing them to renew. We need to figure out a timeline to renew memberships and inactivate memberships for those who don't renew. Jeff said he will put in a call to Jaron at Firetoss to see what our options are. 7 of 24 members who expressed interest in Membership committee are coming on board to help Sara and Charlie. They plan to meet with them at the conference in KC in April. There are six interested in

helping with Admissions Practices. Have only had one violation with non-member school. The one member violation we had this year has been sent on to NACAC.

- V. **STEAM Tour** (Heather Brock) – Week of July 15, 2018 will be the STEAM tour this year. The route needs to be planned. Missouri State wants to be added as does Drury. On the KC side, William Jewell, KCAI, or Rockhurst could be added. Wash U, SLU, Mizzou, and S&T are anticipated to participate. Need to add 4 schools to that. Heather will contact various schools to see who is interested in participating and how often they would be interested in participating on the tour.
- VI. **College Fairs** (Jeff Buckman/Jamie Staggs) – Jamie provided committee with list of college fair 'rules' and dates for upcoming deadlines, etc. Needs registration for spring regional fair to open by February 1. March 1 is the deadline for college fair requests to be submitted. Hope to have a draft calendar on the website by conference. Open registration for regional fairs is July 1. Jamie recruited 5 (of 50) volunteers to help with fairs. Working with them to create a "College Fair Toolbox" to help give high schools sample timelines, samples, evals, etc. to host fair. Also, future goal will focus on regional fair policies and best practices that will complement NACAC. Mark provided us with stats on impact of regional fairs including \$\$ amounts (\$67K in 2016 and \$88K in 2017—gross numbers). We know if we can price fairs appropriately, we will have more out-of-state colleges become MOACAC members. Have held six regional fairs in 2016 and 2017; potentially looking to have 12 regional fairs in 2018. Impact on reserve accounts as well as being able to support more things like scholarships, etc. has been positive. Tweaks need to be made to registration process to make it more streamlined. Most fairs filled and so most people who had any difficulty registering obviously figured it out!! College reps need to be reminded that they need to register for all their fairs at ONE time to secure discounts. Still in talks with a few locations to see if they are interested in participating next fall. As far as spring fairs, we will have two this year. One in St. Louis on April 22nd and the KC fair on April 15th. Registration has not opened because price structure needs to be discussed. After discussion, \$170/member for one fair; \$300 for both for members. Non-members are \$200 for one fair and \$350 for both. Capacity at Maryville is 140 and KC is 65. Regional fair ticket builds have to be up and running by July 1st. This means we need to have pricing finished preferably by spring conference. Also planning on hotel discounts and meeting space for reps when they are in town as well as shuttle service to fairs.
- VII. **PDC Updates** (Erin Stein) – Looking to next year for PDC locations as well as this year's bus tour event. Agreed to have a 3rd mid-Missouri CUBE. KC CUBE has zero bid from Rockhurst for this event. Avila is interested in 2019. KC CUBE will be on Friday, 8/31. Mid-Missouri will be on 8.30 and STL will be on Wednesday, 8/29. Mid-Missouri CUBE has a zero bid from Central Methodist University. STL has no bids as of right now. Harris-Stowe may have an interest, but maybe not at zero bid. Have reached out to Logan with no response. Wash U might be interested in 2019. Could still reach out to STLCC, Goldfarb, STLCOP, Webster, etc. Columbia College is planning to submit zero bid for CCI. Looking at UMSL or SLU for Tools. (August 1, 2, or 3). As far as bus tour, the dates have been set for first week of June (5-8).

Will leave from Springfield. MO State, Drury, U of Tulsa, Oklahoma State, U of Oklahoma and U of Arkansas are target schools. Gwen has talked to bus companies about bids. Mark suggested combining with STEAM and same bus company to get lower bid. Still determining costs for counselors. Goal is to charge less based on income from college fairs as a way to give back to members. There will be a member discount.

- VIII. IAS** (Jeff Barringer/Ashley Beck) – Braxton scholarship went live and emailed membership info. As of yesterday, 65 applicants and 18 are complete. 58 of 65 are from STL area. The application will close on March 1st. Main focus now is getting apps in by March 1st! Does require an essay. Must attend MOACAC member school and have 2.5 GPA. (All schools are listed on the application.) Will pull a membership list prior to conference to get accurate list of member schools. Will meet as committee on February 9th. 10 committee members will review all apps then IAS exec board members will pull from top 10. Will not be awarded at conference. Winner will have to write a letter for conference attendees. 2 /\$1000 scholarships plus one \$500 scholarship will be awarded. Winners are chosen by March 30th. IAS Conference is June 2nd in KC. Discussion needs to happen for next year so we know whether or not we can offer do a renewable scholarship. Liz said this isn't a precedent that other ACACs have done (renewable scholarships). Looking at parent scholarships to support costs to attend orientation, college visit costs, etc.
- IX. 2018-19 Conference** (Nikki Hostnik) – The co-chairs (3 total) have a monthly conference call and has gone to weekly lately. Feel like they are in the finalization stages. February 7th will be on-site at hotel in KC to assign venue rooms, etc. Will send an agenda to exec board members in case they want to attend meeting. FELPS is currently being worked on and Nikki has been working with Mark S. to develop speaker(s) for that part of program. Registration is underway. The MOACAC side has 36 registrants as of today. Nikki encouraged everyone to also book their hotels. It was inquired as to who had comped rooms—should be presidential cycle (3 rooms for 2 nights). Liz says we have a \$500 room budget for MOACAC. Needs to ramp up on exhibitors and sponsors. Don't have StriveScan buttoned up yet, for example. SCOIR sent in check and we have 3K other in sponsors. Plan to raise money for Imagine Grant and are working out details on that. Kyle said we always write a check for Imagine Grant regardless of any additional fundraising. For 2019, looking at Drury-Chesterfield or Brentwood, Chase Park Plaza, St. Charles Convention, Westport.
- X. Executive Assistant** (Joann Elliott) – Directions to access MOACAC site has been given to Exec board members for Membership and Treasurers. If you need additional directions for whatever you do related to website, timelines, job duties, etc. please let me know and I will work with you. This will help you train those exec board members who follow you. It was offered that if everyone wants to submit their announcements, etc. to Joann for one mailing to members, that would be good. List serv currently does not work and people do ask about it. Also, Mail Chimp needs to be updated periodically to make sure it has all members on the master list.

- XI. New Business** – Jeff will stay on Exec Board as tech chair until April and then will work as consultant with StriveScan and feels it would be best to not be on both and will cut ties with MOACAC Exec Board after conference. Needs to think about training technology person to take his place. Looking for someone not just as technology chair, but to find someone to handle the things we need to do going forward. Do we have the infrastructure in place to move forward as things grow with college fairs, etc.? If you have names of possible replacements, please let the president(s) know ASAP.

Earl brought up webinar programs, etc. and has asked Rob Lundien to stay on E-board to move our outreach to school counselors to develop some of these types of programs. Would like to reach out to rural counselors. Rob will come into this position in April after he rolls off as MSCA liaison.

- XII. Meeting Adjourned at 4:10pm**