

June 13-14, 2018
Executive Board Retreat
Tan-Tar-A

Present: Earl Macam, Mark Nothum, Charlie Hungerford, Mark Steinlage, Alicia Hollis, Melissa Millington, Rob Lundien, Tim Eggleston, Liz Majors, Kyle Strothmann, Nikki Hostnik, Lizzi Delaney, Fannie Acoff, Gwen Tohill Macam, Erin Stein, Jamie Staggs, Joann Elliott

OLD BUSINESS

Past-President Report (Mark Steinlage) – President-elect for NACAC will be single slate. We will nominate for various awards as we get closer to conference next spring. Mark will be starting one-year appointment for NACAC this year. We will make some adjustments to our membership to mirror NACAC's membership structure. These will not be major.

Treasurer Report (Liz Majors/Kyle Strothmann/Tim Eggleston) – Looking very healthy for this year versus last. Have started QuickBooks integration. Is now officially a 'treasurers cycle' set-up. Meeting with investment advisor soon. 2018-19 everything will be put in place for QB. Tim is spearheading this. Kyle is setting up fiscal advisory board. Overall budget is good; have gone over in some areas. Biggest overage is technology due to Firetoss. As it relates to conference, it looks like we will have a profit share of 15K-22K dollars overall. Revenue for conference was \$97-\$100K. Increase in revenue due to sponsorships and increase in attendance. We also charged more for attendance. We will wrap up this fiscal year over the next few weeks. Reminder that we need itemized receipts for purchases including gas, car rentals, etc. Added money to budget for TDI funding as well as NACAC attendance for treasurers in the event their institutions won't pay for them to go. Regarding other committees, there have been adjustments in revenue expectations and budget costs. Probably made the most changes as far as budget regarding conference. Conference registration technology gets expensive because of Pay Pal fees and rental fees for AV equipment at conference. Increased budget for IAS scholarships. PDC budget was based on revenue coming in for these events. Technology budget was increased based on historical and what it might look like going forward.

Discussion on technology budget...looking at annual costs of 12-14K. Getting more expensive. We are moving very quickly with the things we are doing. Acknowledges we will have these costs going forward and it is the cost of doing business. Do we research moving off FT for ticket system towards another program such as C-Vent? Or, do we keep using the existing set-up? Some like to explore the idea—don't want to delay things like membership renewal, etc. It would not be implemented until June 2019 if we did make a change. Would need to explore the options NOW to see what would be possible for the following year. Suggested we approach FT before fall meetings to see what options might be. This is a conversation Mark Nothum would be having with them.

Will vote on final approval of budget Thursday before the close of meetings.

Government Relations (Kyle Strothmann) – Legislative day in Jeff City was record attendance. Thanks to Rob for speaking out on house bill 1623. Several went to DC in February and met with 9 legislators. The only one who didn't confirm an appt was Blunt's office. Would like to add additional speakers to Legislative Day and invite MSCA to join us. Will work to increase attendance and have them speak to

more legislators. Want to increase attendance for advocacy day on Capital Hill. Kyle is going to apply for NACAC Imagine Grant by end of summer to have 2 community college or public HS counselors funded to go to DC for advocacy day. Kyle will organize meetings with legislators for them and create a schedule. Would be interested in having attendees present with Kyle at events, etc.

MSCA (Rob Lundien/Melissa Millington) – Rob is Secondary School Counselor Outreach coordinator and Melissa will take over for Rob the MSCA liaison position. Nov. 4-6 is MSCA conference and several MOACAC members will present at this conference. Talked about using FB live or other social media means to reach out to others. Discussed offering CEU's versus college credit from institutions to help professional development for counselors. Rob will research the options available.

Admission Practices (Charlie Hungerford) – Teresa is new chair. Charlie will send her information on data and policies. Rollout of new SPGP is going well and goes into full effect in September. Spring was very quiet with one minor infraction and was resolved with a quick phone call.

IAS (Fannie Acoff / Ashley Beck) – Had 380 Braxton applicants. Followed a rubric of looking at activities, essays, and interviews. Top 3 recipients were awarded. They will attend Maryville and Mo State University. We had one scholarship from last year who did not return to Fontbonne and Fontbonne returned the money and were able to re-award it to a winner who will be attending Washington University. Went to an online platform for scholarship applications, notify students, etc. and it will make things going forward much easier. Trying to decide how to allocate money for scholarships for next year. Do we allocate towards community colleges? Should we reach out to students there who might be transferring? Or, do you want it to open to any transfers? Let IAS committee decide how they want to handle it.

IAS Conference was held 6/2 at Rockhurst University. It was convenient with free parking and they had 7 attended last year and 14 attended conference this year. Expenses including mileage for speakers and snacks. Talks on admission, career, and financial aid. Attendees got a tour of Rockhurst and had gift card giveaways for attendees. Would like to reach out to those who attended and follow them throughout their college journey. Each attendee has been assigned a mentor. Conference time was shortened to 10-3. Community partnerships were HUGE this year. Planning was last minute because Ashley's maternity leave and Jeff's resignation. Would like to plan ahead for next year and is looking at MO Baptist University as well as looking at one in southern MO. Will start much earlier for upcoming year. Didn't think about reimbursement for committee members traveling from STL to KC.

Inclusion conference scholarship – Was not awarded and needs to re-think process. Do we add a Braxton scholarship? Maybe add points to students score for Braxton Scholarship if they attended IAS conference???

It was requested the conference be changed from early summer to spring when school is still in session. What do we think of moving the conference and being able to target specific school districts? Perhaps to an evening or even during the day? Can we butt it up to our conference so there is only one travel time for presenters, etc. and only one travel reimbursement to do? This will also increase our presenter options. Will be starting to roll in with more events for parents. Might need to increase IAS budget to accommodate transportation. Can you also partner with regional fair so students could also attend that? (Maryville Spring Fair, for example?) Will be using more social media more next year.

College Fairs (Jamie Staggs) – College fairs take a lot of team effort. Had six regional college fairs this year and will have 10 fairs next fall. The revenue was \$86K and profit was \$75K. Pricing structure will change for the fall as we add fairs. Feedback from surveys was very positive. When asked if more fairs were added would they come, the answer was a resounding yes. All fairs were largely successful with the exception of the spring KC fair. It was the first year at KC. It snowed, competed with proms, etc. To market successfully, we need to have flyers and posters and things that can promote events as well as social media posts. Strive Scan was used at majority of fairs and had great feedback from both students and college reps. Jeff and Jamie presented at MSCA and MOACAC conferences on planning a successful college fair. Purchased signs (15) for use at regional fairs. Developed a comprehensive timeline for college fair committee. College fair schedule for this coming year was available for spring conference attendees! We divided state into 7 geographic regions to promote logical and efficient scheduling. Will be dividing into 8 sections and split the central MO region again (probably north to south). College fair co-chair will be Michelle Luraschi. Adding more fairs this year with a total of 11. Will include Strive Scan fees in with registration and it will save colleges \$4 for each fair they register for. Would like to re-work how reimbursements work—worked with Liz and Joann to set up a plan. Would like to implement a counselor incentive program to increase attendance at UMKC fair. (Ex. For every 30 students who attend fair, you are entered in a drawing for a PD prize, etc.) Some feel location change from UMKC to Jewell, for example, might make a difference. Others felt rewarding counselors for attendance would not be helpful to get students in the door. Working to give discounts for hotels as well as providing admission interview rooms as well as shuttle service depending upon interest. Interested in creating College Fair Toolbox—including timelines, invitation samples, evals, tips, and contact list.

STEAM Tour (Mark Steinlage) – We are currently at 22. Numbers are down because we got information on registration out late and competed with other programs. We are waiting for HI to say if they are sending an ACAC member to attend. Geographic areas represented are from all across the county and are reflective of last year's demographics. Tour will begin on July 15th. There are 8 schools on the tours. Earl plans to meet the attendees prior to the kickoff get-together at Pastaria to greet them. Is it feasible to keep asking colleges to foot the bill for this every year? SLU and Wash U are anchors and it is expensive. Do we go to an every-other-year format? Current cost is \$450 to attend. Flight is not covered. Revenue this year will be about \$5K compared to almost \$10K last year. We recruit attendees from across the country.

Professional Development Committee (Erin Stein/Gwen Tohill Macam) – Just had bus tour last week and visited 6 colleges in MO, AR, and OK. Had 16 attendees. 5 of those were on grants we were able to provide based on revenue. When it looked like we wouldn't have enough, we opened up registration to GPACAC members and two came on the tour. Not a money maker. Do we partner with GPACAC? Offer the tour every-other-year, etc? Do we do an exchange with another affiliate? Should we create a 'bus tour' committee separate from the other PD programs?

Tools of the Trade Aug 2-3 at UMSL. CUBES are 8/29, 8/30, and 8/31. Starting in STL then mid-MO and KC. STLCOP, Central Methodist, and Rockhurst. We need to put dates on website. Received zero bids except for STL Cube, but had a Strive Scan sponsorship to cover parking at STLCOP. SS has asked for some publicity and have high school counselors register and then college reps be able to scan. Last year, each CUBE was \$75 and there were two. Will there be a price break for 3? Firetoss would need to build the ticket to make this happen. This price structure would reflect what we do for college fairs. Or, do we charge less for mid-MO than the urban CUBES? We need to do a hard copy mailing for Jeff City,

Columbia, etc. that gets to them by August 1. They need to understand what it is and benefit of attending. Can we push through a portal like MU to those counselors in mid-MO? Can Strive Scan push out communications to these counselors? We could possibly market through MSCA's database and target mid-MO counselors. We may need to consider a marketing E-Board person to help with social media. (Rob/Alicia/Melissa?) Need to improve list serv, email, and Mail Chimp communication as well as old-school forms such as flyers and postcards. We need someone who has a marketing background to help us with this as well as the ability to see the big picture and establish timelines for communication for events.

Conference (Nikki Hostnik) – Steve Held is co-chair for Nikki for the coming year. Conference went great—Mark and Earl get a lot of thanks because Nikki didn't have a co-chair and they came through for her. Stayed within budget and had positive revenue from conference 2018. Cost to attend was increased but probably can't sustain that for a single conference. Bingo was fun and while it will run its course, it has not yet. May do cosmic bingo for 2019. Dinner on your own has worked for the last couple years and will work for the St. Charles location next year. There will be shuttles for dinner and so no one will have to drive. We could improve programming to meet the needs of attendees. Nikki would like to do some sort of survey ahead of time to see what people want to learn about. Earl suggested a google survey to accomplish this. Nikki has spoken to one HS and one college person who has agreed to co-chair the programming side—Susan Lutz and Mary Guinta. Would rather have sprung for costs for AV rather than running around doing it ourselves. Budgeted it for the following year but still have MDHE donate the projectors since that has a huge cost saver. Learning we should probably do FELPS every other year. We will not have a FELPS until joint conference. Need more help with first-timers. Probably need a sub-committee for that. March 31-April 2 in 2019 at St. Charles Convention Center will be conference for spring. Contracts need to be signed by June 22nd. Ideas for themes include Explore? to honor Lewis and Clark theme. Need someone to do a logo for conference. Needs Save the Date cards for CUBE. Has ideas for keynote speakers but open to suggestions. Will have 9 sub-committees and will send out correspondence to invite people to help. Already in contact with sponsors and donors for next year. Lanyards are donated by GTCF.

Technology (Mark Nothum) – What went well included 670+ members at the end of the year after redesigning the website and registration system. It could be smoother in terms of how tickets are built, college fairs registration, etc. We are in our 18th month with Firetoss as our platform. The website looks great, but the back end needs work since we are using Woo Commerce and a simpler platform. Would like to change customer service from Firetoss and would like to hold them to the standard for which they were hired. Specifically updates and response times and meeting deadlines. For all the tickets we have, the logic is that behind the scenes is that once tickets are built they shouldn't have to 'rebuild' tickets every time. We should be able to reuse what has already been established. Will continue to push and get more clarification from FT to make them deliver. We are looking to potentially switching to a subscription service from FT in the future. Subscription service would make it smoother so we don't have to purge data. For next year, we need to stick with what we have because there isn't enough time to switch over. We may look at a change for 2019-2020. We gave FT a calendar of when the timelines are for events and membership so that they can anticipate when things will happen. Mark is a great self-learner and so he will teach himself all aspects of the system that he is able and that would expedite things. Communication plan—when do we want timelines for communication to go out for various events and then to be able to do an email push via Mail Chimp. Is trying to get that ironed out. Looks to

build that schedule out this year. Need to do more FB and Twitter push. This can be done via Mark or another assigned committee member. Suggested that we meet with FT in Salt Lake City for NACAC. We will likely stick with FT for web page but may need to go to another platform like C-Vent for the backside.

Membership (Lizzi Delaney/Alicia Hollis) – Have 685 members in June up from 630 in January. 317 are MO college members, 230 are HS counselors plus a few other categories. Numbers are stronger in St. Louis. Middle of the state really struggles. Feels CUBE in the middle of the state should help with numbers. A Save the Date card with information including member rate for CUBE, etc. might help push numbers up especially in mid MO. Might refresh the brochure. Lizzi would like to move to a post card mailer. She will design it and make it happen in July 2018. Liz commented that we might want to increase budget for mailings and use a bulk rate via a school. Then use the leftover mailers to MSCA conference to stuff bags.

NEW BUSINESS:

Discussion on proposed budget items including STEAM and bus tour to decide if we only offer them every other year. Suggested MOACAC bus tour happens on joint conference years and STEAM happens on opposite year of bus tour. Decided we will run STEAM tour in Summer 2019. Bus tour will return in 2020. Going forward, STEAM will be in odd numbered years and bus tour will be in even years. Also discussed how to cover travel expenses for college fair chairs and does it fall under the institution's jurisdiction to pay or MOACAC? After discussion, the budget was unanimously approved for 2018-19.

Earl proposed that we consider making bus tour a committee on its own and move it out from Professional Development. We will need to vote on these positions along with Rob's Secondary School Outreach position at the national conference in Salt Lake City.

Earl suggested Rob make any interested exec board members administrators so they can post pictures of professional development events.

We need to strongly consider that if a person is given grant money, there is some sort of 'hook' to keep them involved with MOACAC in other ways—be a moderator, a speaker, on a committee, etc. Make that part of the 'grant language'. Also, wouldn't be a bad idea to grab personal testimonials from grant recipients to use in PR pieces.

Looking forward...what do we want to accomplish over the next three years? Strategic plan ideas....brainstorming...

1. Funding (grants) for college side with strapped budgets and not just HS side
2. Suggested helping college side with funds for FELPS attendance every other year
3. Reach out to community colleges for more involvement, grants, etc.
4. Fund NACAC memberships to get our numbers up with them
5. Would like to see under-represented parts of the state better represented in events and membership
6. Can we pay to run a bus from rural areas to urban CUBEs?
7. Tap into vendors more at conference—sponsor things like attendance of members, parking, etc.
8. One day workshop—roundtable, speakers, etc. for community colleges
9. Establish mentorship programs for new members

10. Speakers Bureau to do outreach – collect names of members interested in various conferences
11. Recording sessions to put online for member access
12. Monthly or quarterly email/newsletter to all members with reminders via Mail Chimp
(consistent)
13. Adding someone to board for Marketing/Communications
14. Add social media links to email blasts
15. Two-night Eboard retreat to get more done
16. Summer programs list for high schools

Meeting adjourned at 11:45am.