

MOACAC Executive Board Meeting 11.9.17 Minutes (Columbia College)

Past President's Report (Jeff Buckman) – Chief delegates NACAC in Boston—Debbie did not win presidency. Board members elected are great. SPGP changes went through. NACAC is giving one full year for people to come into compliance with new standards. (Online). No large changes—more towards international recruitment. In terms of exec board, who is rolling off? (none-Rob is appointed.) Need to find treasurer-elect going forward by conference. Should we create a conference co-chair? (Earl would appoint.) Major awards need to be nominated for conference (Peggy Clinton, etc.) Jeff will put out nomination forms in January for various awards.

Treasurer's Report (Kyle Strothmann / Liz Majors) – Have been having difficulty with Commerce Bank and access to account. Highlights from fall: \$81K from fairs (reimbursements have not been deducted yet). Estimate we will clear about \$70K. \$14K from CUBE and TOOLS. No \$ back from NACAC fair this fall. We still have money coming in second semester for STEAM, Spring fair and bus tour, etc. We are managing all the 2018 spring conference payments. Any proceeds from conference will be split by percentage of attendees from each affiliate. Should have QuickBooks up and running by Spring conference. Looking at investments opportunities going forward.

Reinvest survey results —scholarships, more conferences, EA, website, scholarships for transfer students, professional development, renewable scholarships, grants to attend NACAC, more signage at regional fairs, Strivescan – reduce costs.

Government Relations (Kyle Strothmann) – Share with Kyle what you expect for Legislature Day in late January—speakers from legislature, MDHE, etc. Kyle will be getting a hotel room, etc. Jeff Buckman suggested getting more non-executive board members at this event. Kyle would like to have more access to chair of education committee and MDHE as well as getting a university system update.

Membership Discussion (Charlie Hungerford/Sara Ringe) – Total membership is 616; 214 high school counselors; 277 college counselors; 63 regional college counselors. The remaining are non-profits, independents, and students. Joann will connect with Sara and Charlie to train them on the new membership system. How do we do more outreach, coffees, Webinars, etc? That seems to be universal questions from other affiliates.

STEAM Tour (Heather Brock) – Need to determine when and where. July 15-19. Will advertise cancellation policy more clearly. As far as where, there will be solid anchors (Wash U, SLU, Mizzou). Other possibilities Goldfarb, KCAI, Wm Jewell, UMKC Med School, S&T, Drury. Set up a 3-4 year trajectory based on location. (44 corridor, NE part of the state, I-70 corridor, etc.) Cost \$450 ish per counselor. Cost to college is about \$3k. Capped at 30 and 25 attended.

IAS (Ashley Beck / Jeff Barringer) – Ashley will be out on maternity leave this spring. Will need help from committee members to help with scholarship and event programs. Need to figure out the HS scholarship parameters and distribution (renewables versus increasing single awards). Ashley will head scholarship and Jeff will head Inclusion conference. In 2019 will have conference in two cities rather than one. Kyle suggested doing a pre-fair presentation at NACAC fairs to promote program. Want to push more to rural areas. Looking at June 2nd or June 16th in KC this year.

College Fairs (Jamie Staggs) – Fairs grew this year. Income at about \$84K (gross). Looking to grow fairs next year. Looking to areas to expand including MO Southern, S&T, Springfield, St. Charles, Columbia (Mizzou), Private Schools Fair, KC spring fair). MO Western is locked in for next fall. 70% said registration was easy to complete. 84% said there was adequate signage, 95% said they'd recommend MOACAC Regional Fair to others. Surveys were largely positive. Spring fair would be separate registrations from fall. Looking to add benefits for colleges including shuttles, discounted hotels, etc. Maryville Spring Fair is April 22nd from 1-3pm. Changes will be coming for next year including assigning a regional coordinator by area, create a college fair guide, and add regional fair policies that complement NACAC policies. Registration will open July 1st.

PDC Updates (Erin Stein / Gwen Tohill-Macam) – KC Cube at Jewell was great. 58 schools represented. 119 HS counselors. A bit crammed for fair. On reaching others in rural areas: Later start for those driving long distances? Offer buses, etc. from considerable distances. Video and post on website (membership benefit). Should we add a mid-state location for next year? Gwen and Erin will secure the locations for next year. There will be a bid timeframe where colleges can offer their campuses for events. Looking at week prior to Labor Day. STL had 170 HS counselors and 58 various colleges. Got great feedback having it at SIUE. HS counselors liked location more than college reps. STL is looking for location to host for this fall. Tools of the Trade was formatted differently this year. Had 24 participants. Piggy-backed on KC CUBE to hope people would stay and ppl did not. Social was a flop. Broke even on the event. Will need to choose date for next fall. Looking for date in August 2018. CCI was at Fontbonne with 70 attendees. Overall feedback was good. Attendees would like to see four sessions rather than three. Roundtable usefulness was split. Attendees interested in moving it to post-November 1. Mizzou has expressed in interest in hosting for next year. Bus tour narrowed between Chicago and Southwest MO/Arkansas/OK. Leaning towards the latter. The following year would be Colorado and final year might be Chicago. Dates in April or in June, but more likely June. Ashley suggested making counselor info sheets for CUBE a fillable PDF and put college updates behind wall for member only.

2018 and 2019 Conference (Nikki Hostnik) – 2018: There are 9 committees and each of the three coordinators are heading up sub-committees. Registration opens November 15th. Nikki is planning a local meeting in STL in the next two weeks. Still planning on bingo for social. April 8-10 is date of the event. "Art of Education" is the theme. FELPS is happening. Session proposals are due by January 15th. Big sponsor so far is SCOIR. Will look at Strivescan. Working through lists of previous sponsors from both GPACAC and MOACAC. Postcards are going out next week to push event. Earl will have us meet as E-Board following conference on April 10 following 2018 conference. (E-board retreat in summer will be held either at Lake, Columbia, or Branson on June 13-14). For 2019, conference will be held in St. Louis.

New Business – None.

Next meeting for Executive Board: Wednesday, January 24, 2018 at Columbia College.

Meeting adjourned 2:35pm