



Missouri Messenger

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WINTER 2012 EDITION

MESSAGE FROM THE PRESIDENT



Drew Griffin

If ever there was a time to reach out to your state and federal legislators, it's now. State and federal funding

for higher education is crucial, yet it continues to decrease. This decline in financial support causes institutions to make drastic changes to their funding models and campus processes. Campuses are forced to increase tuition, cut scholarships, halt building projects, or cut academic programs, to name a few.

Recently, Governor Jay Nixon has proposed a \$106 million cut in higher education funding for the upcoming fiscal year. This cut represents a 12.5% reduction from the current level of funding for higher education. Along with the decrease in funding, Gov. Nixon has asked colleges and universities "to continue to look for more ways to cut overhead and administrative costs and run smarter, more efficient operations" (Barker, 2012). Every college and university should strive to function more efficiently, but within reason. A decrease in funding of this magnitude can only cause institutions to take drastic measures which, undoubtedly, will end up hurting the students. Funding sources

will shift from state and federal support directly to the pocket books of students and parents.

In his State of the Union address, President Obama called for states to spend more on higher education. He claimed state cuts have been the largest factor in tuition increases at public colleges over the past decade. However, President Obama also commented that colleges and universities need to do more to cut costs and work to keep tuition increases at a minimum.

There is no simple answer for our funding woes. And, no matter which side of the aisle you are on, everyone would agree that funding higher education is important to the future of our state and economy. But we must fund what we deem important. Secretary of Education, Arne Duncan, put it best when he said "...states have a responsibility to commit more money to higher education...Budgets are not just numbers. Budgets reflect our values" (Blumenstyk, 2012). If we truly value students and higher education, we need to put our money where our mouth is.

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SAVE THE DATE!

MOACAC’s annual Legislative Day was Tuesday, February 14th. Each year, members from all across the state “storm the Capitol” to meet with legislators and talk about the future of higher education in Missouri. Thanks to those who attended this year. Please make plans to attend in the future and learn more about what is happening at the state level with higher education.

Barker, T. (January 19, 2012). Missouri colleges say impending state cuts will force tuition hikes. *St. Louis Post Dispatch*.

Blumenstyk, G. (January 30, 2012). College officials welcome Obama’s focus on higher-education costs, but raise some concerns. *The Chronicle of Higher Education*.

MOACAC ON FACEBOOK

Do you like MOACAC? Then “like” us on Facebook for updates, event information, photos and more! Log in and search for “MOACAC.”

NEWS AND NOTES

Kelly Heissler is a new college admissions specialist at Marquette High School in Chesterfield. She comes to us from UMSL Admissions Office. Welcome Kelly! She replaces **Chad Sisk** who recently left Marquette to join the KU Engineering Department as a recruitment coordinator.

Do you have additions, changes or news in your office to report to the *Missouri Messenger*? You are welcome to submit entries for “News and Notes” to the editor, henningh@missouri.edu.



TREASURER'S REPORT

Andrew Wright
MOACAC Treasurer

At the end of January, MOACAC had \$15,429.36 in our checking account, compared to \$21,807.23 at the end of January, 2011. Our money market (savings) account had \$44,566.12 compared to \$44,377.59 the same time last year. We did not have our first PayPal transaction until February 25, 2011, so at this time last year, we had no money in our PayPal account. This year, at the end of January, we had \$18,481.69.

Our combined assets are currently \$12,292.35 ahead of last year at this time. Much of our increased assets

can be attributed to not having the financial expenses related to the NACAC National Conference or Incorporation. Revenue AND expenses will continue to increase over the next few months as we prepare for the I-70 fairs and the combined GPACAC/MOACAC Conference.

All in all, we are in a very good financial situation right now.

TREASURER'S REPORT AT-A-GLANCE

As of 1/31/12:

Checking Account	\$15,429.36
Money Market	\$44,566.12
PayPal	\$18,481.69
TOTAL	\$78,477.17

Last year, as of 1/31/11:

Checking Account	\$21,807.23
Money Market	\$44,377.59
PayPal	\$0.00
TOTAL	\$66,178.82

MOACAC MEMBERSHIP UPDATE

Chad Sisk
Membership Committee

It seems like the first part of the academic year came and went so quickly. I blinked and it was over. Now the spring semester is upon us and with that comes the MOACAC Conference. I hope you're all as excited about the spring conference as I am. If every member of the Missouri Association for College Admission Counseling attends the spring conference, we'll have 569 attendees! Okay, maybe that's wishful thinking, and probably a logistical nightmare for the conference planners, but wouldn't it be awesome!

Membership in MOACAC has increased this year by roughly 15%. Members of the MOACAC Executive Board Committee and the membership-at-large have been encouraging colleagues from around the state and the Midwest to become active members of this great organization. As you can see by the numbers, those efforts are paying off.

While membership is strong, we still encourage you to share the benefits of MOACAC membership with others who are not members. Between networking, the annual conference, and now the MOACAC Scholarship, there are more reasons than ever to join. If you know someone who is interested in joining MOACAC, encourage them to visit www.moacac.org and complete the membership application. Of course they can also talk to Chad Sisk (csisk@ku.edu) or Kyle Johnson (kyle.johnson@rockhurst.edu), MOACAC Membership Co-Chairs.

Best wishes for a great second semester and we hope to see in Overland Park for the joint MOACAC/GPACAC conference in April!

GPACAC/MOACAC CONFERENCE PREVIEW

Nicole Buesse
MOACAC President-Elect

Just as the countries around the world come together for the Olympics, we bring together counselors and admission professionals spanning four states and two organizations every few years to offer the MOACAC/GPACAC joint spring conference. Although our ultimate purpose may be different than that of the Olympic Games, we still find ourselves united in a spirit of friendly competition and pride for our profession. This year's conference promises to hold true to all that you've found at prior conferences with informative sessions, networking opportunities, and inspiration to take you and your team through to the next year. However, this year you will find even more time to learn from those around you with roundtable discussion time, an additional social, and of course, the added benefit of this being a joint conference. Additional conference details, as well as links to

register can be found at www.moacac.org. The "early bird" rates apply through March 1st, so register today to secure your spot in The Games!



One Dream, One World, One Voice

OVERLAND PARK, KS • APRIL 15 - 17, 2012

JOINT MOACAC/GPACAC CONFERENCE!

Exciting Sessions for Both the Beginner and Advanced Admission Professionals!

Many Sessions for Secondary Counselors!

Extra Social at Boulevard Brewing Company on Sunday Night!

Exciting Keynote Speaker!

Register by March 1st for the "Early Bird" Rate!

OFF-SITE SOCIAL AT BOULEVARD BREWING COMPANY, SUNDAY, APRIL 15TH

To further inspire the spirit of unity between MOACAC and GPACAC, the conference planning committee has organized an additional social gathering for Sunday night. The social is Sunday, April 15th from 7-11 pm at Boulevard Brewing Company in Kansas City. The ticket price of \$40 includes delicious food, unlimited beer, wine, music, dancing, and networking with your fellow MOACAC and GPACAC members! Enjoy this absolutely beautiful terrace view of downtown Kansas City and a tour of the largest specialty brewer in the Midwest. Transportation to and from the event is included and mandatory. This is guaranteed to be a night of fun! Sign up as you register to reserve your space and kick off this

annual conference the right way!! Spaces are limited, so hurry!

HS COUNSELOR CONFERENCE REGISTRATION GRANTS AVAILABLE

High school counselors in MO, KS, NE & OK may apply for a grant to cover the spring 2012 conference registration fee (one day or full conference). The application deadline is March 1, 2012. Non-members and members may apply. Grants are sponsored by MOACAC and GPACAC. If transportation is also an issue, we will try and connect counselors with college admission offices who may be able to assist with transportation. Don't miss the opportunity to join us in KC, April 15-17! Questions - contact Debi Hudson at dhudson@stteresacademy.org.



CONFERENCE SESSION TOPICS INCLUDE...

- You've Done All the Training. Go For the Gold in Your Rookie Year!
- Is Your Campus Visit a Death March?
- Programming for Underrepresented Students
- One Voice: Integrating Social Media Into Your Overall Communication Plan
- Common Application Preview and Feedback: 2012-13 and Beyond
- Intended Majors and Career Interests: Men & Women Really Are From Different Planets
- When Testing Fails: Understanding Psychoeducational Evaluations
- Financial Literacy On A College Campus. How To Help Students Get Financially Fit In Their Quest For The Gold

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Karen Verstraete & Jamie Staggs
Professional Development Committee

MOACAC COUNSELOR BUS TOUR

Space is still available for the 2012 Missouri Association for College Admission Counseling (MOACAC) High School Counselor Bus Tour! The tour is set for March 14th-15th and you can choose to depart from St. Louis or Rolla. This year, our tour will feature stops at five colleges including: Missouri University of Science and Technology, Missouri Southern State

University, Drury University, Missouri State University, and College of the Ozarks. The cost for the trip is only \$50 per person and covers transportation (on a chartered bus provided by MOACAC), lodging (double occupancy), and lunch both days. (Thanks to MO S&T and MO State University for providing lunch.) For more information about the trip including a detailed itinerary and registration information visit <http://www.moacac.org/counselor-bus-tour>.

SUPPORT STAFF DRIVE-IN WORKSHOP

Have you told your support staff how much you appreciate them today? Your MOACAC Professional Development Committee wants to do just that. We want your support staff to attend this year's Support Staff Drive-In workshop on Wednesday, May 9th, 2012.

This workshop is designed to be informative, inspiring and show appreciation to the processing staff working hard at our institutions. The agenda includes informative sessions, networking opportunities and a delicious lunch.

The workshop is being hosted by St Charles Community College located at 4601 Mid Rivers Mall Drive, Cottleville, Missouri 63376. Registration will open at 9:30 a.m. and the program will last from 10:00 a.m. – 2:00 p.m.

The agenda includes sessions on Best Practices for Supporting Students Success by keynote speaker Jay Goff, Vice President for Enrollment and Retention

SAVE THE DATE!

Tools of Trade 2012 – August 1- 3, 2012
Kansas City CUBE – Thursday, September 6, 2012
St. Louis CUBE – Friday, September 7, 2012

Management at Saint Louis University, Dealing with Difficult Situations and Round Table Discussions.

The cost is \$30 per person and covers all meals and materials. We will also have some attendance gifts and door prizes to be given out. To register today, go to www.moacac.org, select Professional Development, and then click on Support Staff Drive-In Workshop. Registration will be limited to 40 participants, so don't delay.

Please contact Jamie Staggs at jj-staggs@wiu.edu if you have additional questions.



TOOLS OF THE TRADE 2012

The Professional Development Committee is already working hard on the 2012 Tools of the Trade workshop. This workshop is designed to train, inform and inspire, new admission counselors just getting started in the field. Most participants will have college admission experience ranging from one day to one year. Do you have any new Admission Counselors on your staff? This is a workshop that they will find helpful and encouraging.

The agenda includes informative sessions, networking opportunities and a little fun too. This year's workshop will be hosted by Ranken Technical College in St. Louis, Missouri from August 1st through 3rd.

The sessions will include Public Speaking, Financial Aid for Admission Counselors, College Admissions 101, Knowing and Selling your Institution, Dressing

Jamie Staggs
Professional Development Committee

for Success, Recruiting and Counseling Minority and First Generation Students, Getting Involved in MOACAC/NACAC and many more.

Please go to www.moacac.org, select Professional Development and then Tools of the Trade for more details. Registration will open on May 1st.



The next edition of the *Messenger* will be published after the MOACAC/GPACAC conference. Look for a reminder and send your submissions to the editor.

Missouri Messenger

The *Missouri Messenger* is a publication of the Missouri Association for College Admission Counseling. For more information on MOACAC, please visit www.moacac.org.

Articles and submissions for the *Messenger* are welcome. Please contact the newsletter editor, Heather Henning - henningh@missouri.edu.

