

MOACAC Executive Board Retreat

Tan Tara A Resort

June 13 - 14, 2016

Note: Please pay close attention to items in **BOLD as these are “To Do’s” for each Exec Board Member.**

Meeting Notes

Present: Charlie Hungerford, Kim Howe, Jeff Buckman, Karen Verstraete, Mark Steinlage, Kyle Strothman, Chrissy Guerra, Jeff Barringer, Katie Foley, Zach Bays, James Williams, Rob Lundeen, Joann Elliott

Not Present: Earl Macam, Teresa Bont, Beth Collier, Joe Fox, Kim Maskrey

Meeting Discussion #1:

Break into three groups – Each president leads discussion of a group

- What do you want to accomplish with your committees?
- How do we structure things? How can committee help?

Membership Committee (Charlie):

- Wants to drive membership
- Wants committees in areas that need to build membership (Springfield and smaller communities need HS members)
- Encourage college reps to be more involved
- Help people see the advantages of being involved
- Encourage colleges in-state to have ALL reps be members of MOACAC (Best practice)
- Continue working with MSCA
- Needs help with dealing with volumes of email about membership and questions about payments, renewals, etc.
- System will move to Firetoss this fall
- Data clean-up will be essential to moving systems
- Would like to brainstorm with a committee on how to market organization & increase membership
- Important to have advocates on the road

Admission Practices (Charlie):

- Doesn't have a lot of problems; occasionally on financial aid
- Not much push back from institutions when a problem is noted
- Charlie will send to Zach a synthesized version of information so he can send to colleges/host schools to know what is OK for fairs, etc.

College Fair (Zach) :

- Wants to make a smoother process to build calendar and registration
- Wants to put committee in place to plan calendar (not everyone is familiar with logistics—locations, some nights are church nights, etc). Needs to figure out what everyone wants/needs.

PDC (Katie/Chrissy):

- Help new people get involved/figure things out professionally
- Find creative ways to improve current events/make new offerings

Treasurer (Kyle):

- Be fiscally responsible

- Moving record keeping towards QuickBooks
- Does not anticipate needing a committee to help him

Government Relations (Kyle):

- Increase attendance at Legislative Day
- Form a committee raising awareness of legislation

MSCA (Rob):

- Continue communication and relationship between MSCA and MOACAC
- No committee needed, but needs help at conference
- Would like to have brochures/info to pass out at conferences

Inclusion Access/Success (James/Jeff):

- Do more outreach
 - Have committee to help
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Ideas / Discussion as a result of Discussion #1 Breakout:

- **How to recruit new members**
 - Website will help
 - We need to be a bigger resource for rural communities (put more online)
 - Jeff Buckman asked about having colleges sponsor a NEW HS member or district for one year
 - Karen said we need to reach out to HS side as well as check a master list to see who ISN'T a member and reach out to them
 - Do we want to assign mentor to new people? (No \$ is being spent on this)
 - Do we target schools within 50 mi radius of state conference site?
 - If we 'recruit'/sponsor districts or people, do we first collect a fund from colleges collectively and then send colleges to 'recruit' them (as opposed to 1:1)
 - Send emails to be HS and colleges regarding sponsorship and joining to make people aware of what is being offered.
 - Advertise the benefits of membership including Inclusion Access Scholarship

IDEA: Jeff Buckman asked if going into Master's level college counseling classes to present would help create awareness of the organization and profession. Schools with Master's programs in counseling include: Evangel, Lincoln, Lindenwood, Missouri Baptist, Northwest MO State, SLU, SEMO, Stephens, Truman State, UCM, Mizzou, UMCK, UMSL, MO State.

-Ivy Hutchison was listed as a resource since she currently teaches at UMSL.

IDEA: Also suggested that there be a ½ hour lesson plan power point that could be used by volunteer presenters across the state who could represent MOACAC at the HS level for college nights, etc. The topics might include: Timelines, financial aid, selectivity, LORs, etc.

-It was suggested the MOACAC Speaker Series forum be updated.

-Kyle suggested we record webinars on the site as a member benefit.

-Rob needs spring presenters for MSCA and reminded us it is a good way to get your name out there. He would like to have brochures from MOACAC to hand out at presentations so people know about us.

Discussion #2: Update on Each Committee:

College Fairs

Fairs are being regionalized for this fall. Things are being collaborated and condensed. This will create a revenue stream for MOACAC. There are currently six sites (ECC, SCCC, UMSL, SEMO, JeffCo, and Parkway/Rockwood). More will be added next year. Would like to get to a total of about 24.

3 stipulations to be part of regional fair (must meet ONE of the criteria):

- 100+ colleges coming

- 500+ students/families coming

- 3+ HS coming

(This is the formula Carin Smith at Lawrence uses to organize fairs.)

-Invites have been sent snail mail to colleges letting them know they can now register for the six regional fairs sponsored by MOACAC this fall. An email will follow this week.

Joann will have to reconcile payments against registrations (will work with Kyle & Mark).

Jeff informed Zach he will need a committee PER SITE to handle check-ins, etc as well as execution of fair.

It was suggested that if the host site incurs cost, they will be reimbursed by MOACAC according to number of colleges registered at site. This would not be advertised, but costs would be reimbursed on a set scale back to host site.

Rob asked if college fairs sponsored by MOACAC are currently listed on gotocollegefairs.com.

Jeff suggested to Zach that Kimberly manage the Maryville Fair along with the NACAC fairs in STL/KC and the NACAC VPA Fair with a committee.

What's the need for a spring KC fair?

- Problem is location at William Jewell is not central enough

- Is there a need for a spring KC fair? Consensus was NO.

Maryville has started to charge for spring fair in STL. It is suggested that other venues be sought. Where else can it be held? Who is in charge of this?

Maryville Fair needs to be better advertised to people to increase attendance.

Question: Should we have advertising on MOACAC website from various vendors to increase revenue stream?

-Scholarship Foundation wants to be involved in college fairs (NFP). Jeff will send a list of fairs to them and they can register at no charge for MOACAC-sponsored fairs. That also led to the question of can military come with no charges? MDHE can come with no charge because they are also NFP.

For-profit schools' attendance will be determined by host site. It was suggested there be a note on the registration directing them to contact Zach to see if they are eligible to attend.

Technology (Earl):

-It was reported that Firetoss is set to go live September 1, 2016.

-Mark, Kyle, Jeff, Joann and Earl will do test run on Firetoss system.

-If there is anything you want on the website, send to Earl NOW so he can incorporate on new site.

-Page prototype looks much cleaner

-All new MOACAC Exec board members send picture, email and phone # to Earl Macam (emacam@micds.org) ASAP so he can put it up on site.

-Kim Howe noted she wanted to have conference page information on website by the end of July.

Inclusion Access (Jeff Barringer/James):

-Because they are new to committee, they are unsure how many people came to event last weekend.

-Budget reduced by 25%. Last year \$3500 was spent. Next year's budget not set. Should be ~\$3500.

-35 students are being reached. Is it effective? Program is made for all minority males—African-American, Hispanic, 1st Generation, etc.

-Jeff suggested rotating between KC and STL with no bussing and then open it to HS students of any age so as not to limit it.

-James suggested making it more of a college focus program

- Would like to approach Mizzou again about potentially being more involved.

-Would like to see scholarship program deadlines pushed up to January.

-Question was raised do they have 2/\$500 scholarships or 1/\$1000? (\$500 doesn't go far...)

-Rob commented that the scholarship needs to be better advertised.

-It was suggested to go through Joe Fox to send out blurbs.

-Kyle recommended including DACA as part of program outreach.

-Jeff & James would like to see their committee include volunteers from different parts of the state.

Professional Development Committee (Chrissy & Katie):

-College Counseling Institute (CCI) - \$2K bid from UMKC to host (high). Will look to see if other schools will host. Probably held late October to early November.

-Rob reminded them to avoid MSCA week of November 6,7, and 8 and suggested they go with late November.

-CCI is generally well attended.

-Tools of the Trade will be August 4-5 in Columbia. Earl has the information.

-CUBE – being finalized. It was asked if a 3rd CUBE be offered. It was offered in Springfield a few years ago and didn't go well.

-Suggested that CUBE updates given by colleges be put on MOACAC website for access for members in areas outside STL and KC.

-Mark also suggested videotaping their presentations and put on website. (Click on school to see segment). Use a college student who needs an internship to film and edit material.

-Avila was suggested as a future CUBE locale, but rules about college reps and counselors eating in one venue may be an issue.

-Bus Tour for Spring 2017: Where to go? Indiana was suggested a strong contender. Schools suggested included: Indiana State, DePauw, Butler, IUPUI, Rose-Hulman, Purdue. March is the best time to go. Let people know by CUBE what the tour will include.

-It was suggested a fly-in type tour that MOACAC sponsor a fly-in from outside MO for a set of schools.

IDEA: Jeff Buckman suggested we consider organizing a STEM Fair with MO schools to encourage trips from counselors outside the state to visit our schools. Schools suggested for tour included: Washington University, SLU, UMSL, Mizzou, MO S&T. Other site suggested including STLCOP, UMKC, Rockhurst and SIUE.

-STEM-focused businesses (Monsanto, Boeing, Alberici, Watlow, Cortex, etc) were suggested as possible sponsors.

-Names for STEM tour? Show Me Tour? Open to suggestions....

-IDEA: Jeff Buckman suggested a CUBE happy hour the night before in KC/STL for college and HS. Or, in advance of spring fair in STL.

-IDEA: Jeff Buckman asked if we have a need for a transfer fair to serve the transfer population. Do we offer a transfer summit in a CUBE-like format? Encouraged PDC chairs to contact transfer coordinators at schools to see if this is a need going forward.

IDEA: Jeff Buckman suggested a Middle Management Institute (MMI) for admission officers who want to move up (to replace support staff conference).

- It was suggested that the MMI and transfer topics be rolled into conference to make it more robust rather than creating separate events.

IDEA: Jeff Buckman suggested that during school's in-service time, that counselors go out and educate people on topics related to college process. (Make comprehensive list of topics.)

IDEA: Jeff Buckman suggested colleges adopt a district for one year and provide educational services for college nights, financial aid nights, etc. District would be rural, low income, etc.

Mark suggested piggy back adopting school district with mentoring/membership.

Treasurer (Kyle):

-Submitted Treasurer's Report

-Upcoming Expenses: Insurance costs (NACAC is recommending we have coverage for working with students not covered by colleges' plans); Hiring of Executive Assistant; Website re-design.

-Upcoming Revenues: Regionalizing college fairs (but can't predict revenue stream until after this fall)

-Because of new expenses, pay attention to your budgets!

-Mark asked if we are over-insured because we only need coverage for one event? (IAS program)

-Karen asked if this topic could be moved to future meeting since we don't have the event again until June next year

-Kyle will look into coverage. Many affiliates are using Traveler's Insurance.

-LDI is now allowing for past presidents to attend conference. This will make for an added expense in DC this coming February.

-Kyle has a form to reimburse mileage for Executive Board members of institutions who don't reimburse for mileage.

Government Relations (Kyle):

- Wants to get people comfortable about Government Relations in general. Wants to come and talk about Government Relations and what that means.
- Government Relations Day in DC is in February; Jefferson City is held Feb/March
- Would like to see the Govt Relations Day in Jeff City move to November to coincide with Exec Board mtg.
- Kim H. has room in Jefferson Bldg that holds 25 that can be used for meetings.
- Wants to focus on paying attention to Government Relations on list serv. Kyle will forward things including live streams, etc. Sign on to things revolving around student loan repayment programs, etc. Public institutions and students' voices are heard the loudest on these issues.

Conference (Kim Howe):

- Need to have conference presentations online before conference to entice enrollment. (Need to set conference topics then find presenters.
- The spring 2017 conference will be held Monday, April 3 thru Wednesday, April 5th at Tan-Tar-A.
- The hotel rate will begin on Sunday (\$115)
- Trying to vamp up first day with MMI early bird session and golf tournaments as enticements.
- Barbara Sams did a great job of summarizing notes and creating paper trail for conference planning. As of now, everything for 2016 conference has been paid for/closed out.
- Aiming for 220+ to attend conference in 2017.
- May look for volunteers at Tools of the Trade conference.
- Will need a conference planning co-chair for 2018.
- Wants conference page set up by August or September for 2017 conference.
- Session topics available list in January?
- Middle Mgmt Institute (MMI): Definitely wants to have a 4-hour session for this on Monday, April 3. (price range \$150-\$500 for the session). **If anyone knows of potential speakers, let Kim Howe know ASAP!!**
- Registration fees for 2017 conference look to be \$150 for HS and \$185 for college. Room rate is \$115.
- Need to brainstorm topics for sessions. Would like to look at evals from previous conference, but doesn't have those. Some evals did not go out to some sessions on time.
- Mark suggested an app be created to do surveys electronically via phone. Participants would text # and then complete survey there.
- Kim Howe would like 5+ session topics for each of the following groups: High School, Beginner College admissions, MMI and Professional Development track. If you have ideas for session topics or presenters for these groups, please let her know ASAP!**
- For fundraising ideas...silent auction, raffle. Create vendor sponsorship levels (Princeton Review, etc). Do gifts-in-kind, golf tourney—closest to pin, hole sponsorship, etc. If you have ideas for this, let Kim know.**
- Need to work out potential golf tournament with Tan-Tar-A.

- Email or post card reminders? Most people said emails are fine, but do post cards for CUBE, fairs, etc.
- Suggested we need to do something with Imagine Fund or scholarships for IAS. Do we do a non-traditional social?
- Need to advertise/create awareness for Imagine Fund.
- Start soliciting sponsorships NOW.
- We have seen a decrease in vendors. Do we want to allow for non-industry vendors (jewelry, etc)??
- Kim will be using this address for conference once she can have it switched over to her: conference@moacac.org.

Discussion #3: How Joann Fits Into Role as EA:

It was asked of each committee what they may need help with going forward...

Treasurer (Kyle): Joann has access to PO Box, bank accounts, QuikBooks, reporting. He visualizes working together handling checks, checking PO Box, things coded and cashed. Joann can issue electronic refunds if w/l 30 days. Otherwise, Kyle has to issue refund checks because Joann is not primary on account and cannot sign checks. Joann will have a credit card to pay for things in the event exec board members need to order things, etc. Joann and Kyle need to decide location of PO Box.

PDC (Katie/Chrissy): Need help knowing people have paid for events they have signed up for. Joann will reconcile who has NOT paid and lets Chrissy and Katie know. She will work with Kyle to see who is registered (Joann does this) and PayPal records (Kyle) to verify who's not paid. Joann contacts those who have not paid. Joann also needs to verify who is and is not a member of MOACAC for CUBE, etc since cost is different for members vs non-members. (colleges must be members to attend)

Joann will verify college attending CUBE has paid membership and will contact them to let them know they have to join MOACAC to attend CUBE if needed. She will share info with Katie/Chrissy.

Joann will also work with Mark S. to learn Google Forms, etc. since forms should be up soon for CUBE, Tools, etc. Bus Tour and CCI will be added later.

IAS – Can go to Joann to order supplies for event.

College Fairs – Joann will go thru registration and verify which colleges have paid/not paid and check member status to make sure they have paid the correct fee. Will send update list to host sites weekly and then when event is 2 weeks out she will send list to host sites 2x/week.

Currently, there is no cap per site for fairs. Once Joann knows the cap number, she needs to watch online to know when to close site. Let Mark S. know so he can close that site on Google Docs.

Jeff will send Joann a list of emails for host site contacts so she can contact them and let them know who she is and ask for caps.

Conference – Joann will verify numbers, payments, etc. She will also have to work with Kim Howe to determine meals counts for Tan-Tara-A, exhibitor information, separating # of registrants for HS vs college. Most of this should be done through Firetoss.

Kim will send timelines for committees, etc to me so I will be in the loop. Registration will not go up until December or January.

Joann will report on NACAC EA meeting she will be attending at November Exec Board Meeting.

Membership – Charlie needs no help while still on Member Clicks. It is too tedious to learn and he will wait the two months until website and Firetoss are up and running. He will need help reconciling renewals/payment emails he receives. If Joann has questions about membership, contact Charlie or Beth Collier. He will change membership@moacac.org over to me after next year.

Discussion #4: Miscellaneous:

Send Joann an inventory of any MOACAC items you have (containers, decorations, table cloths/banners, etc) as well as the location of these items. We are attempting to create a master list of items and location so we don't have to re-buy items we already have. Please do this ASAP.

Joann will price runners for tables for MOACAC event with MOACAC logo on each side. These will be placed on black tablecloths.

Jeff Buckman will send out contact information sheets including year/cycle for each exec board member to the group.

November 9, 10, 16 or 17 will be next Exec Board meeting in Jeff City (10am-2pm)

Looking at January 26th for meeting at Columbia College (10am-2pm)

Information will be sent on those dates when they are confirmed.

At NACAC, the meeting is set for 4:45-6:15pm at the Hyatt on Thursday, September 22nd.

Do we want polos/t-shirts for Executive Board? Grey suggested as a color to go with new logo. Kyle will check this out.