

## MOACAC 2018 Membership Business Meeting

NACAC Conference – Salt Lake City, UT

Thursday, September 27, 2018

Meeting opened by President Earl Macam

1. Approval of April 9, 2018 Business Meeting Minutes - PASSED
2. Introduced Executive Board Members
3. Introduced Past-Presidents
4. Chris Reeves (KYACAC) – Gave NACAC board update. Spoke about not only donating to Imagine Fund, but to apply to receive Imagine Grant and shared his own experience and how it led to his volunteer involvement with KYACAC and NACAC.
5. Committee Chair Reports
  - a. Past-President (Mark Steinlage) – Seeking nominations for president-elect, treasurer-elect, Peggy Clinton Memorial Service Award, Rising Star Award, Alternate HS and College delegates. To nominate someone, go online. Reviewed NACAC Candidate president nominee and board director nominees. Asked for comments and knowledge about nominees to be shared with the group. Reviewed Motions for Assembly.
  - b. Treasurer (Liz Majors) – Majority of our income comes in at the beginning of the year. Our income is high and our expenses are relatively low. We are in a good place currently. Revenue comes from conference, college fairs, CUBE, STEAM bus tour, and membership. We are turning our incomes back to our constituents through scholarships, Tools of the Trade conference, CCI, Spring bus tour, Inclusion Conference, E-board travel for development and NACAC events, college fair bundling discounts, and a PT executive asst. STEAM bus tour will move to an every-other year format. Looking forward, we will begin to do more formal investments through Edward Jones investments. We will also update fiscal policies and have a fiscal advisory board. We will be looking to do re-design technology and maintenance and eventually move record-keeping to QuickBooks. Answered questions about having an endowed account for scholarships.
  - c. Membership (Lizzi Delaney) – Current membership is 688 as of 9/18/18. 343 are on the college side; HS side is 285. Other members total 60. 78% are from MO and 22% are non-MO. Continuing to recruit heavily at various events. Did a postcard mailing prior to the school year to increase membership.
  - d. Government Relations (Charlie Hungerford) – NACAC regularly sends letters to Congress and the Administration and also issues press releases on various policy proposals. Encouraged membership to join MOACAC for Legislative Awareness in Jefferson City in January 2019 to make MOACAC's voices heard.

e. Admissions Practices (Teresa Bont) – The college fair guidelines were last updated in 2012 and can be found online here: <https://moacac.org/publications-and-resources/admission-practices/>. The guidelines for reps have been updated and guidelines for hosts will be updated soon for spring programs. These updated guidelines will be reviewed during the November MOACAC Executive Board meeting after which time they'll be posted on the MOACAC website to replace the guidelines from 2012. As far as SPGP:CEPP that was approved last year at NACAC (unanimously), it is now involved in a DOJ inquiry. There are two motions on Saturday that there will be no changes to the CEPP until this is closed and there will be a moratorium on the enforcement of three sections: II A, B and D. Still believe wholeheartedly in this document, however, if the conversations move to a point where an institution will not come into compliance, we will not be able to enforce sanctions until the DOJ inquiry is resolved.

f. Technology (Reported by Earl Macam) – Mark Nothum transitioned into this role last April. Currently using Jotform for regional college fair registrations. Currently using Mail Chimp to communicate with affiliate members. Transitioned to new membership system which allows members to more easily renew membership. Please use FB, Twitter, and Instagram to access up-to-date information. Looking at looking at other CRMs.

g. Regional College Fairs (Reported by Mark Steinlage) - Moved from 6 to 11 regional fairs this year. Added StriveScan to the regional college fair registration fee. SS offers a positive scanning option for students. Divided the states into 7 regions to better organize fairs. Will begin accepting college fair requests after January 1 for the next academic year. We had 92 MOACAC-approved college fairs across the state this year. We needed two college fair chairs to oversee our growing college fair process. We have nearly 160 colleges representing 26 states this year.

h. STEAM Bus Tour (Reported by Earl Macam) - Will now be known as “Show-ME Tour. We had counselors from 9 states and 22 counselors total. If you are interested in participating in the STEAM tour, contact Heather Brock for more information.

i. Professional Development (Erin Stein) – Gwen and Erin are the co-chairs for this committee. The bus tour in the spring took 16 counselors to MO, AR, and OK. Three CUBES were offered. A new one offered in mid-MO was well received. STL (STLCOP) had 182 HS counselors, 109 college reps and 68 colleges represented. Mid-MO (Central Methodist) was held with 33 HS counselors, 70 college reps and 48 colleges represented. In KC (Rockhurst), we had 98 HS counselors, 89 colleges reps and 63 colleges and universities represented. We had 2-day Tools of the Trade workshop at UMSL with 25 admission counselors in attendance (UMSL). Next year, Tools will be held in KC. CCI will be held at Westminster College on October 12, 2018 and registration closes on October 3<sup>rd</sup>.

j. Inclusion Access and Success (Fannie Acoff) – Will be awarding 5 / \$1,000 non-renewable scholarships to MO HS seniors with 2.5 GPA and exhibit desire to learn and demonstrate leadership. Last year, two scholarships were awarded.

There will be 2 Inclusion Conferences this year—one in STL on Sunday, April 28<sup>th</sup> and the other (TBD) in a rural area of Central MO. These conferences provide students with tools for personal

and professional growth and empower them to achieve personal and academic success. Last year's conference was held in KC.

k. MSCA Liaison Report (Rob Lundien) – Presented MOACAC membership info and college planning information to 70 new HS counselors in Columbia in July 2018. At MSCA Conference we hold a hospitality room as well as a booth in the exhibit hall at MSCA as well as raffles. We exchange the favor with them at our spring conference at MOACAC. We are looking to offer grad credit via Lindenwood U at the MOACAC Spring Conference in April. We are doing a lot of PR work to promote MOACAC. We have several future goals including developing a speaker's bureau, tutorial videos, PP presentations, You Tube videos, etc. on something that would help a rural school counselor and we can put online behind the member wall. Continue to develop marketing tools for events around the state.

l. Reminders about spring conference in St. Charles, MO will be March 31 – April 2, 2019 at the St. Charles Convention Center. Be on the look out for session proposals after the first of the year.

m. President's Report / Update / New Business (Earl Macam) – Retreat was held in June 2018 at Lake of Ozarks. At our 11/14 board meeting in Columbia will have conversations regarding bylaw revisions, membership survey, wrap-up of fall events including PDC event and regional college fairs. We will also be having a discussion regarding technology. Imagine Grant deadline is 12/1/18. Please apply for a grant to come to either MOACAC spring conference and/or NACAC in Louisville next fall. Please VOLUNTEER! We need everyone!

Meeting adjourned at 6:20pm.