

MOACAC E-BOARD MEETING MINUTES

February 27, 2024

Jefferson City, MO (Madison's Cafe)

11:30am

Present: Cabrina Noonan, Emily Diaz, Kristin Roop, Shelley Gerringer, Tim Wilmes, Russell Brannen, Kelli Roberts, Teresa Haney, Amanda Henry, Ebony Sistrunk, Jill Duncan, Joann Elliott, Katie Vargas, Eric Steere, Janiece Jones, Nate Jacobs, Elora Thomas

I. The President's Report (Teresa Haney)

- This is Teresa's last executive board meeting as president!
- Had a good response to grant applications—12 from college side and 10 from HS side applied for grants. We were able to offer everyone full conference grants for registration. Those outside KC were also given one night of hotel plus \$50 gas card per institution.
- Mentorship program—had about 20 applications from those willing to be involved (10 pairs)
- Shelley reported that we are ready to sign with Cedar Creek in New Haven, MO for our summer board retreat. Save the date: June 10-12, 2024!!

II. Past-President Report (Nikki Hostnik)

- - No report—not present

III. Bus Tour (Anna Whitlow)

- Summer Bus Tour for HS counselors (MOACAC) is scheduled for June 3rd to June 6th, 2024
- Schools tentatively scheduled include Indiana State, Rose Hulman, Purdue, Notre Dame, IU-Indianapolis, Butler, IU-Bloomington, St. Mary's of the Woods. Looking to replace some if we don't hear back from them soon.
- Tour will be a combo of public and private colleges
- Waiting to hear back from about half, but ready to launch a 'save the date'
- Looking for a price point of about \$250 per participant (2 schools per day; 8 schools total); need approximately 20 to sign up
- Would like to roll out registration
- Will email Ebony the information to go in Friday's newsletter

IV. Admission Practices (Kyle Johnson)

- - Discussions through Admission Ethical Dilemmas
 - Multiple Spring Events
 - Spring Conference - Either Thursday roundtable or Friday between breakfast and 1st session
- Building a small committee
 - Looking for help to join me in leading discussions.

- Has anyone heard of anyone looking to join a MOACAC committee? Send them my way!

V. College Fairs (Katie Vargas & Kristin Roop)

- [Spring STL RCF](#) at Maryville on 4/21
 - 27 tables sold as of 2/8
 - No KC RCF
 - Locations for SP25?
- [2024-2025 CF Request Form is live](#)
 - 35 submissions as of 2/8
 - Accepting requests through April 1 for the first edition of the fair calendar, releases May 15
- [FA24 RCFs](#)
 - New additions: Wentzville School District, Nixa, Rolla, TBD Hannibal-LaGrange U
- [StriveScan](#): Goal for 100% usage; potential registration changes; CF calendar changes TBD
- Katie rolling off | Abby Klinckhardt at MICDS coming on as new co-chair
- LOTS of updated resources coming to the site for membership to access
- Katie thanked everyone for their assistance while she was on the board
- Goal to have contracts/MOUs back from the RCFs is May 15th with launch date for RCF registration between July 1 and July 15, 2024
- Jill made the request that the RCFs share out the 'bigger picture' data of how many attended, etc. for each regional fair. Katie responded that we could look into sharing more data with colleges so that they can see the value of their attendance. Teresa commented we need to start with SS and see what information can even be produced. Tim commented we need to be selective with the information and how we share it out. Tim added we could also pitch the value of being a MOACAC member by having access to this data.

VI. Communications (Ebony Sistrunk)

Updates:

- Open rates of bi-weekly updates and newsletters continue to be strong
- Social media engagement—goal is to increase this. We have a contact at Drury who will be coming on to specifically work on social media specifically.

Future Plans/Goals:

- Increase interest in Humans of MOACAC piece
- Increase social media posts
- Launch "Cool Things We Do" newsletter section
- Launch "Counselor Resources" newsletter section
- Polish up templates for bi-weekly updates and newsletters
- Will add these new features with the 2024-25 school year
- Ebony is trying to remind everyone in advance of deadlines for submitting information, etc. (She's doing a great job at it too was the general consensus!)

VII. Executive Assistant (Joann Elliott)

- **Update**: Work with Technology chairs continues to centralize the committee information and house it all under one roof. At this time, we have applied for a Google non-profit account and should know within the next week if we were approved. Once this happens we can begin migrating files.
- **Update**: After working with Shelley to recruit new volunteers, all chair positions for next year's board have been filled.
- **Update**: Thank you for reviewing your Policies & Procedures Manual information. The suggestions were reviewed by e-council and I finalized the changes and sent the updated manual to tech chairs to post on the MOACAC website. The next update is scheduled for February 2026.
- **Update**: Have deleted many prospect accounts from 2021 and 2022 to keep our numbers below threshold required by Memberclicks so as not to incur additional expenses. Prospect accounts have dropped from 2900 to 1615. Membership accounts stand at 817.
- **Update**: We have \$3200 in unpaid event registrations from the past 18 months. I sent a list of these institutions to treasurers and then I compiled emails and re-sent invoicing for collections.
- **Update**: Membership renewals will begin in mid-May. I will be working with Chad and Emily to launch this process.
- **Reminder**: I will be out of the office February 28-March 8

VIII Government Relations (Tim Wilmes)

- Tim thanked everyone for attending Legislative Day. The board had a great conversation with DESE and everyone learned a lot.

IX. IAS (Russell Brannen & Janiece Jones)

- The Braxton Rethwisch Scholarship is currently posted on Scholarship Central
 - Deadline: March 18, 2024
 - Scholarship Prompt Changed-thinking of moving from one main essay to four smaller ones. Also, change in prompts to diversity, leadership, communication, and commitment to learning, service. They choose two of the four prompts.
 - Rating Scale is being revised - not wanting to have GPA, for example, shoot students to the top.
- Need Based Scholarship
 - Will open on April 1
 - Rating Scale being revised-looking to have two rubrics will help the scholarship applications be reviewed more uniformly
- We now have a full dedicated committee
 - Committee is beginning to focus on identifying ways to support students and counselors (workshops for counselors, resources for students, etc.)
- We are working with GPACAC on incorporating Land Acknowledgement into Conference

X. International Relations (Eric Steere)

- Eric has been on personal leave the last few weeks and appreciates everyone's support and patience as he gets back in the swing of things.
- The International Student Scholarship only had about 5 applications due to insufficient promotion. Shared it through the SLACC newsletter and through the MOACAC newsletter. Deadline is March 8th! He will run another blurb in the next MOACAC newsletter.
- Planning an International Universities event– wants to do a virtual session targeting MOACAC members
- May reach out to a group in STL, Mosaic, who helps immigrants transition.

XI. Membership (Emily Diaz & Chad Sisk)

- Total Members - 816 (409 College/University, 337 High School, 70 Misc)
 - -13 members from April 2023 (-1.5%)
- MSCA Outreach
 - College 101 Presentation for MSCA Professional Development-

XII. Professional Development (Cabrina Noonan & Emily Sachs)

- Cabrina is rolling off in April and thanked everyone. Says she'll be back.
- Call for volunteers (presenters)- Going to put a survey out to MOACAC HS Counselors to solicit volunteers and see what PD topics they want to cover
- Tools of the Trade
 - STL August (Maryville? STLCC?)--Looking at Aug 8-9 to be in line with baseball game for social event
- CUBE
 - KC, August 28th at UMKC
 - STL, August 29th TBD; Likely at Lindenwood. We have a verbal.
- CCI
 - Still need to send out interest survey to see what PD might be needed and what days are desired for CCI; Should we move to an online format to increase attendance?
 - Kansas City
- Cabrina rolling off, Katy-Jane Johnson from Clayton rolling on
- Data sharing

XIII. Spring Conference (Amanda Henry & Elora Thomas)

- Registration as of 02/26/24: 250 (Some people are registered for hotels but not for the conference yet)
- Session offerings (nearly 50 proposal submissions!)
- Social - Bingo is back! They need an MC for this event. Perhaps have each of the past presidents do a round?
- Card & sticker swap
- There are still lots of sponsorship opportunities available on the website.
- We are up to 20 exhibitors/sponsors

- Pre-con mindfulness retreat - self-care strategies; mostly silent; some will be outside if weather permits; if you live in the KC area and have yoga mats you can lend, please let us know
- 2025 conference planning-started working with Helms-Briscoe by early next week we will have proposals in hand. (St Charles Convention Center, Westport Sheraton)-Dates are April 2-4, 2025.
- Incoming co-chair Elizabeth Kirby (Columbia College), Elora rolling off
- Elora thanked everyone for their support. She's taking a break, but will be back!

XIV. Technology (Nate Jacobs & Mark Nothum)

- Working on getting a Google Non-Profit account so it can be free to us.
- Joann filed the request with Percent to get things rolling
- Once we have this up and running, we can control access, etc. and house things appropriately
- Got to meet with Phillip Layfield (Wash U) and hoping he has more margin to address issues
- Mark has agreed to be a resource as Nate and Phillip continue to learn
- Would like to work on building a template for how to do some building functions—registration, etc.

XV. Treasurer's Report (Jill Duncan, Mary Giunta, Kelli Roberts)

- Balances include:

Checking- \$264,467.36

Money Market- \$26,225.94

Edward Jones- \$524,706.72

TOTAL- \$ 815,430.02

(all as of Feb. 22, 2024)

Nikki transferred \$75,000 from checking to Edward Jones account in January 2024.

- Working on more facile approach to bill collection. Discussion on how to handle those who have not paid previously and who should notify them.

XVI. New Business

- No new business to report

Meeting adjourned 1:55pm
02.27.2024