

MOACAC EXECUTIVE BOARD MEETING
Spring 2022
Jefferson City, MO
02.24.2022

I. Welcome and Introductions (Dawn Michel)

- Dawn welcomed everyone and reminded them if they had lunch receipts to send to the treasurers.

II. Past President's Report (Charlie Hungerford)

- We are trying to figure out the final slate of candidates. Teresa Haney from MO State will be president-elect, Still working on treasurer position at this time. Have a question about delegates—Message Charlie if you're an exec board member who wants to serve as an alternate HS or college delegate. Also, if you know someone interested in being a treasurer, please let him know!

III. Admissions Practices (Kyle Johnson)

- NACAC AP Committee has been working on possible dilemma scenarios, possible approaches, and discussion topics.
- These have just been approved to share on affiliate sites, if we choose to do so: [AP Dilemmas](#)
- We can submit additional scenarios/dilemmas and possible approaches to the NACAC AP committee but it must be approved to post on our MOACAC site.

IV. Bus Tour (Jennifer Tanner)

- June 27-30, 2022
- \$200 registration
- Save the date information has gone out in Weekly email and separate solo email
- 6 schools on tour: University of Iowa, Grinnell, Drake, ISU, Creighton, UNL
- Will depart from and return to KC
- Working to finalize bus contract with Mid-American
- Still need to find a hotel for a small block of rooms in KC for Sunday night
- All participants responsible for transportation to KC
- Only meal that won't be covered is one dinner in Omaha
- Will work with schools to start collecting agendas
- Question: COVID vaccine requirement?
- Anticipating registration will open March 15 - later than past years due to COVID (falls in line with IACAC, who is also opening their registration late)
- Costs for buses have increased dramatically post-COVID!
- Jen will get a block of rooms in KC for people who need to drive in the night before
- Jen will check to see if colleges and/or buses will have mandates for either masks or vaccines
- It was asked if rooms will be doubled up, etc. due to COVID.
- Once Jen has more details on the questions raised, she will circle back to the presidents with language that explains the details regarding trip and COVID protocols.

V. Communications (Amanda Henry)

- Streamlined communication through Communication Request Form, shared Google Docs for lengthy information to share with members (e.g. scholarships)
- Serving on Communications/Marketing Committee for Joint Conference; have developed email and social media marketing campaign
- Working with Jennifer Tanner to develop email and social media marketing campaign for Bus Tour
- Continuing to brainstorm topics of interest for monthly newsletter (for this school year, highlights have includes Humans of MOACAC and Exec Board Spotlights)
- Developed consistency in font/color scheme for all future communications; next, would like to continue to develop logos (e.g. bus tour) for marketing purposes
- Question: featuring content from for-profit institutions who are paying members...
- Question: access to previous documents...
- Joann will work to find previous communications committee members' Google Drive files so Amanda can access them

VI. Spring Conference (Caelin Anderson / Elora Thomas)

- Spring Joint Conference April 3-5, 2022 In Kansas City at Plaza Marriott Hotel and Conference Center. Link to full schedule [here](#).
- As of 2.17.22 we have 160 registrants and 15 vendors registered; registration deadline is Mar 12, 2022. \$14,700 in revenue from vendors.
- Discounted hotel rate \$149 per night plus taxes; hotel discount deadline is March 14, 2022. Reserve [here](#).
- Session proposals are being reviewed and in approval process
- We are using the MemberClicks Conference App in lieu of a paper program
- The Conference Grant [application](#) for Secondary Counselors is due on February 28. Amounts per individual will vary in the range of \$400-600.
- Currently using a budget tracker to assist with food and beverage decisions
- Working with Amanda Henry to draft a communication plan for March targeted to conference attendees

<i>Which affiliate do you associate with?</i>	
GPACAC	84
I am not a member of either MOACAC or GPACAC	4
I have dual-membership with MOACAC & GPACAC	15
MOACAC	57
Grand Total	160

VII. Government Relations (Peggy FitzGibbon)

No update. Peggy is rolling off this spring. If you are interested in heading up the Government Relations committee, please let Nikki Hostnik know. Peggy has indicated she would be willing to help the new person transition into the role.

VIII. Inclusion, Access, & Success (Amber Mitchell / Monica Nikolai)

- Braxton Rethwisch Scholarship went live and accepting applications until March 4th

- Spring Inclusion Conference will be in St. Louis on Sunday, April 24th in conjunction with the St. Louis Regional College Fair. Waiting on Maryville University to confirm as in-person site. Plan to open registration in early March. Looking for a target audience of 11th and 12th graders. Are aiming for 30 minute sessions. Sessions will provide information for students to help them thrive and will include information on mental health distractions, on/off campus resources to help students thrive (socially, emotionally, etc.), and what they should be looking for in a campus, and presentation on leaning into discomfort while on campus.
- Still looking for bids for Annual Diversity Training to be hosted sometime in April, May or June. Dawn mentioned that if you run across a speaker you think would be great, please reach out to Amber!
- Need Based Scholarship will open in May on MyScholarshipCentral
- Please get the word out, we are looking for New Co-Chairs for IAS as Moncia and I will both roll off in April.
- Nikki asked Amber and Monica to suggest any committee members who would be interested in serving on IAS as they are both rolling off in April.

IX. International Initiatives (Oya Schooley)

- Scholarship application is live and accepting applications until March 4th. 19 students have applied as of today. Oya thanked Amanda for sending out communication about this.
- Question: Now that international travel is beginning to open up, do you see any benefit to MOACAC representing its member institutions in a global university fair for students or counselors? Would this be useful/desirable at all?
- Discussion revolved around college fairs, doing sessions at conference, etc.

X. Membership (Shelley Gerringer / Mary Giunta)

- Membership as of 2/20/22 is 731 active members
- Our projected goal for 2021-22 was set for 775 (we are at 94%)
- 2020-21 we ended the year with 683, so we have 48 members more than last year (7%)
- We still have the annual conference in April so there is a good possibility to reach our goal.

XI. Professional Development (Cabrina Noonan / Darren Meeker)

- Tools of the Trade
 1. Cabrina to send out bid sheets for the St. Louis area (in-person). Will go to KC next year (2023)
 2. Newsletter call for volunteers
 3. Proposed dates August 3-5
- CUBE
 1. STL CUBE (September 1, 2022)
 1. 2022, zero bid at Maryville
 2. 2023, zero bid at SLU
 2. Kansas City CUBE (August 31, 2022)
 1. Darren to send out bid sheets for the Kansas City area (in-person). We are still working on location for KC. Will reach out to them after March 1st.
- College Counseling Institute
 1. Darren to send out bid sheets for the St. Louis area (in-person)

1. Keeping it October, but flexible based on school availability

XII. Secondary School Outreach/MSCA (Chad Sisk)

- We are currently taking session proposals for the 2022 MSA Conference, please email Chad if you have interest in presenting. (November 6-8 at Lake of the Ozarks).
- Chad is meeting with contacts at MSA to discuss how our organizations can collaborate in the future.
- Chad, Dawn, Charlie, and Joann met in January to discuss the Secondary School Outreach Position and the need for it as an Executive Board Position. Chad is planning on working with some other organizations to discuss ways to partner with high school counselors to engage them in MOACAC or provide resources for them to take advantage of. Further details will become available as the process unfolds.

XIII. College Fairs (Andrew Laue / Katie Vargas)

- Spring RCFs scheduled for Kansas City and St. Louis. Over 50 colleges registered for each so far.
- Moving ahead with planning a “normal” fall schedule. Requests for Regional and non-Regional fairs are out, and a calendar is being formulated. We hope to release the full schedule in early to mid-April.
- 13 RCFs planned for the fall, which is one less than last year because Parkway and Rockwood are having a combined fair at Queeny Park.
- There are currently no plans to host or facilitate any virtual fair programming.
- We are working on having a more formal RCF walk-in policy, which will include a “walk-in fee” and a form that the rep will have to sign, agreeing to institutional payment.

XIV. Technology (Mark Nothum)

- Annual Conference registration has taken up most of the work for the past couple of months. There are a few separate registrations for different groups, which led to some confusion, but everything has been clarified.
- Projects in the near future, Bus Tour website updates and registration, Conference App
- If you have any updates to your committee’s information on the website, please email them to me, and I’ll be able to update the website
- Reminder: If you want to create a Google Form or registration form for a project/event for your committee, please reach out to see if I can create the form for you through the website.
- Committee documents can be stored on the website. There are committees on the back end of the website that can be updated to current board members, and docs be stored on their committee pages

XV. Treasurer Report (Meredith Buschmann / Kelli Roberts)

- Lindsay Tobin resigned from her position as Treasurer in January. Kelli has moved from Treasurer Elect to Treasurer and Meredith has accepted the offer to stick around one more year as Past Treasurer to support Kelli and the newly elected Treasurer Elect.
- Together, both Kelli and Meredith have been working to reconcile our 2021-2022 expenses in Quickbooks. Kelli has also been working with Joann to get up to

speed on behind the scenes tasks. Meredith and Kelli will continue to work together as we make the transition.

- Our 2020 taxes were successfully filed in November.
- Meredith, Charlie and Dawn have been working with our Edward Jones representative and moved \$200,000 from our Commerce checking account to Edward Jones in mid-December (before the end of the quarter/year). Leadership has been discussing ways in which we can start using funds to give back to our membership/students.
- We will work with GPACAC, leadership and the conference planning committee to successfully track and move any funds between both organizations as we gear up for Conference and once completed, to reconcile all expenses.
- As of January 31st, below are the account balances:

Checking	Money Market	PayPal	Edward Jones (as of 2/14/22)
\$169,636.77	\$25,988.00	\$13,873.39	\$392,532.22

- Future planning items:
 1. As mentioned before, if anyone knows of anyone who may be interested in the Treasurer role, please let us know. We are currently seeking a new Treasurer Elect.
 2. In late April/early May, the Treasurers will be sending out current budgets and will be asking each of the committees to prepare their budgets for 22-23. Your committee budgets will be due in late May/early June. More information will be forthcoming.
 3. We will also inform committees of any grant funding that is available. Again, more information will be forthcoming.
- As a reminder, lunch expense reports for today—please send your expense report and receipt to Kelli Robert at kroberts001@drury.edu. I will issue your reimbursement to you within the coming days once our bank items are updated from the transition.

XVI. New Business (Dawn Michel)

- Vote on Policies & Procedures Manual—A link to the ‘final’ document was shared with the e-board and there was no objection to bringing on the document as is and putting it onto the MOACAC website.
- Re-investing in the affiliate –members, students, etc. Ideas for implementation with next year’s budget. Dawn asked everyone to consider how we might reinvest in the association and members and to please bring those ideas to the summer retreat.
- If any board member is interested in attending the pre-conference, please let Dawn know.
- Nikki is looking at the second week of June for our e-board summer retreat. Look for information on that coming soon.

Meeting adjourned at 02:06pm