

**MOACAC EXECUTIVE BOARD MEETING
SPRING 2021
03.10.2021 (Virtual)**

I. Welcome and Greeting (Dawn Michel)

- Welcome! Thanks for all you've been doing this year with COVID.
- Emily Diaz and Katie Vargas have done a great job of planning our extra PD this year so a special thanks to them. We have done 4 of these this year.
- Going forward, our hope is to plan for in-person events for the fall. We may have to pivot, but hope we are moving forward.

II. Past President's Report / Chief Delegate Report (Charlie Hungerford)

- This is my last 'official' meeting on the board of MOACAC. My goal of being on the board was re-investment in the membership thru grants and scholarships as well as offerings for member PD. With Tim Eggleston's help, we've been able to do that. In my role, I see great leadership in front of us and am grateful for the opportunity to work with all of you!
- The 2021 Nominations Slate:
- President-Elect – Nikki Hostnik
- Treasurer-Elect – Trent Fenwick
- Alternate High School Delegate – Abby Jelavich
- Alternate College Delegate – Sami Thomas
- Rising Star Award and the Peggy Clinton Awards have been decided and will be announced live at the Conference.

III. Admissions Practices (Kyle Johnson)

- Updated NACAC document to request feedback from affiliates
 - [NACAC - Guide to Ethical Practice in College Admission: How We Got Here and What's Next](#) (Downloadable PowerPoint). This has now been shared to the MOACAC website. There is a request for feedback on this page as well.

IV. Communications (Sami Thomas)

- There is a new process to share all the amazing things we are doing. There is a newsletter going out on the first Friday of the month and the remaining Fridays will be a simple email update.
- If you want info shared, you need to use the MOACAC Communication Report that was shared with you in a previous email. At that point, we will send it out for you via one of those two communications reports. We are using Trello to organize when things are announced.
- Update on Social Media follower numbers: We are using Hootesuite which is a SM organizer so we can schedule/push out at different times. When you request via the Communications report, you can also request SM posts to go out.
- Please submit your information with ample time (by Wednesdays). For the newsletters, Beth Collier is updating/organizing the newsletter. Joann is handling the Friday emails.
- Twitter: We do quite well on Twitter. We have had 37K impressions! This is the site where people interact with us the most. Instagram is down 4%--not a big deal. We are doing fine on FB and have 33 new followers there. Communications is sharing everything you need out to have out there.

- We'd like to change our Twitter channel to Missouri ACAC so it matches others.

V. Spring Conference (Abby Jelavich / Dixie Williams)

- Registration update - attendees + vendors: Currently 131 registrants with 4 vendors. We are ahead of where we were at this time on our last MO-only conference! Our goal is 6 vendors.
- Price point - We aimed to make it affordable so more people could attend and it seems to be working.
- Conference website in lieu of paper: www.moacacconference.org
- Schedule update-We will be doing our membership meeting on a separate Zoom call from the conference so everyone can vote, etc. regardless of whether they are attending the conference or not. 17 education sessions are planned. We have 2 exhibitor sessions. We are swapping out an education session for a roundtable discussion so people can connect and chat. They will be divided into public HS, private HS, Deans (college side), college admission reps, etc.
- Sessions + Programming update: keynote, education sessions, social, exhibitor time + roundtables. This information will also be posted on the conference website. Our social will be a virtual bartender and taught how to make the drink along with a MOACAC bingo.
- Comms plan - Great job of pushing out info related to the conference. We are in good shape. The conference committee has done a great job and a lot of heavy lifting. We couldn't do it without you!

VI. Government Relations (Peggy FitzGibbon)

- Grade for job - 99%.
- Grade for Gov't Relations - 68%
- Have not done anything w/Gov Rel this year. Going to DC last year right before COVID was the last real event that was able to happen.
- We need to look at what our possibilities are in terms of when to do legislative days, etc.
- Proposal: Instead of a committee, could we have a 'rising Gov Rel chair'? Could there be some overlap for the last (3rd) year so they have a chance to learn the ropes.
- Peggy shared correspondence from NACAC(David Hawkins, Chief Education & Policy Officer) regarding Gov Rel Action Alerts including a NACAC Advocacy Week. Peggy emailed the executive board this information.

VII. Inclusion, Access, & Success (Amber Mitchell / Monica Nickolai)

- Anti-Bias Training for Exec Board (AM) - April 6th 10am-11:30am. Presenter will be Shenekia Weeks. Her background includes a Masters in Public Education. Has worked directly with marginalized communities and has also worked at Education Plus. She is very passionate about the work she does via building leaders and inclusivity. We want to have a shared diversity and inclusion framework as a result of this presentation.
- Braxton-Rethwisch Scholarship update (MN) - Closed on March 5th. Giving away 5 scholarships (\$1K each). We had 130 submitted applications this year (down significantly this year). Scholarship Central is down about 700 students from last year due to the pandemic. Could submit an essay or a 2-minute video this year as part of the application process. Plan is to announce the winners by conference time! It was asked if the winning essays were ever shared on the website and

suggested we might consider sharing those essays (or videos) in the future. We should be able to announce the winners at the closing session of the conference.

- Inclusion Conference Update (AM) - Will be virtual this year. Participation across the board is down due to COVID. Families are reporting they are all 'zoomed' out. We will shift to a 2-day conference for 3 hours each day (10am-1pm). The day will focus on how to help students get into college on the first day followed by the access and inclusion piece the second day. We will be doing the entire state together. The topics include: support resources for students of color, mental health issues, understanding of college terms, 'isms' (racism, sexism, etc.) when working with roommates, professors, etc. Parent sessions - how to navigate FERPA, etc. We also plan to do a student panel. We will also award a scholarship to those who participate in the IAS conference. Students will be able to send video as opposed to just essays to remove any biases. Dawn reminded the IAS committee to work with Joann to schedule Zoom meetings, etc. as the dates get closer.

VIII. International Initiatives (Trisha Hasbrouck)

- The International Student Scholarship was launched and has now concluded. The winner will be announced on or before April 1st. The scholarship closed on March 1st. Worked with Kaitlyn at Scholarship Central as well with Sami and Mark to get this scholarship competition launched.
- One outstanding student will win \$1,000! Must attend a MOACAC-member HS and then a MOACAC-member college.
- Prior to COVID, the budget funds were originally designed to provide monetary resources to HS counselors to visit colleges internationally. Do we go back to that original plan or stay with the scholarship as is? This may be something to ponder and discuss at summer retreat.
- Joann Elliott (thank you for your help) and I will begin reviewing applications.

IX. Membership (Shelley Gerringer / Mary Giunta)

- Since the last Board Executive Meeting in November, membership has increased by 49 new memberships (40 alone coming from College and University Rep side). This is probably due to the MOACAC Spring Conference.
- Active Membership is sitting at 667 members (this is 86% from last year of 774). Our goal for this year was 60% so we exceeded this goal by 26%.

X. Professional Development (Darren Meeker)

- Looking for another person as co-chair. (Jenny Chism at Fontbonne has left.)
 - Preferably college side and on the east side (STL) of MO
 - If you have suggestions, let Darren and/or Teresa know!
- Beginning talks for the fall events
 - Virtual vs. In-person.
 - We will need to project whether or not we will stay in-person or have to pivot to online. We will be following CDC guidelines on social distancing, etc. and will see how things unfold.
- Will be moving forward with locking down locations for Tools, CUBE (KC and STL), and CCI. William Jewell has expressed interest to host KC CUBE.

XI. Regional College Fairs (Andrew Laue / Michelle Luraschi)

- **Spring 6 x 6 College Fairs (AL)**
 - 118 colleges registered for the March 10 program
 - 130 colleges currently registered for the April 7/8 program (this will definitely occur on both days)
 - 47 currently registered for the Transfer program on 4/22
 - 1,600+ participants signed-up for sessions
 - Projected net revenue for MOACAC: \$10,000 - \$12,000
 - Strive Scan will cut one check after all the events are over
 - We did utilize member v non-member pricing
 - Michelle reported that the first event was last night and they were fantastic! They were well attended. (ex: financial aid presentation had 170). Thanks to all the folks who presented!
- **Fall 2021 Plans**
 - Preparing for MOACAC-sponsored in-person fairs
 - May also offer virtual options that could supplement or replace in-person events
 - Requests for in-person programs have been sent
 - Deadline to return fair requests is April 1
 - Anticipated college fair calendar release date is May 1 (it may take a little longer)
 - Strive Scan is anticipating providing support for both in-person and virtual programs this fall
 - Regional fairs will be the biggest challenges due to high concentrations of population. We will need to see what the future brings.
 - Michelle will be rolling off after this school year (2020-21) and thanked Andrew for being so collaborative. She hopes to be back on the board soon!

XII. Secondary School Outreach/MSCA (Melissa Millington / Chad Sisk)

- Melissa is rolling off the board - Chad taking over MSCA Liaison position. Melissa thanked everyone and has enjoyed the last three years and for the ability to connect and be a better HS counselor as a result.
- MSCA expects to have an in-person conference this year. We will have our 7 presentations and hospitality room as usual. Melissa is willing to help Chad with this. Please consider presenting this fall! We will have a social unless MSCA or COVID restrictions dictate otherwise. Chad reported we will not have liaison for MSCA until the MSCA conference is again in-person and they will have vendors at that point.

XII. Bus Tour (Jennifer Tanner)

- Bus tour is still cancelled!

XIII. Technology (Mark Nothum)

- Website pages for Annual Conference and Spring Fairs are updated.
- Registration for Annual Conference and vendors running smoothly. It was a nice transition with Memberclicks to keep that running smoothly as opposed to previous platforms. Have been able to re-use forms which makes everything much simpler.

- Registrations for PD Workshops went smoothly as well
- The four PD Workshop video links are on the “Member File and Video Resources” page behind member wall and can be accessed when logged in. This allows people to go back and view sessions in the event they could not attend the live session.
- If your committee needs to update information on the website, email me at mark.nothum@slu.edu
- Mark is staying on for another term, but will need a co-chair to come on a year before he rolls off so he can help there be a smooth transition. He will need someone on board for the 2023-24 school year.

XIV. Treasurer Report (Meredith Buschmann / Tim Eggleston / Lindsay Tobin)

- Kudos to everyone on the exec board for doing an amazing job in these tough times. Meredith thanked everyone for their support throughout her time as treasurer especially Tim and Lindsay.
- Current funds as of March 1st:
 - Checking: \$235,303.39
 - Money Market: \$26,041.74
 - Paypal: \$15,149.97
 - Edward Jones: \$210,702.91 (\$50,000 and \$160,702.74)
 - Total: \$487,198.01
- Not too many changes since the last E-Board meeting in the fall.
- We continue to monitor budgets and spending. It looks like we will end the fiscal year with this approach, as well. With the vaccine rollout, hopefully, next fiscal year will look a bit more like previous years and additional revenue can be generated.
- Our commitment is to still fully fund IAS since it directly impacts students financially, college access, students of different socioeconomic backgrounds and diversity training for our executive board.
- Because of this being a unique year, we have been working with the committees to offer free or reduced pricing options to members for events (i.e. PD virtual events that are free and conference which is \$40/\$50 for members and \$70/\$80 for non-members).
- Our biggest source of income for FY 20-21 has been membership, Show Me My Future (fall and spring) and conference.
- Don't forget, if your committee was awarded a MOACAC grant for FY 20-21, please connect with the Treasurers if you have questions.
- Back in January, we encountered some issues with our payment processor that resulted in us not being able to receive all of our funds from transactions made in January via Memberclicks (for conference registrations and membership). We are working with our accountant to retrieve those funds back on our next tax return.
- Edward Jones- we have moved \$50,000 from our Commerce Bank money market account over to Edward Jones. Money market interest rates are so low right now and this would allow our money to work for us. If we ever needed these funds from Edward Jones, we can simply work with our financial advisor to have them returned to the Commerce account. The idea is to think long term and hopefully create new opportunities for endowments and being able to give back to our members and students.
- One of our goals for next year is to start ironing out an endowment policy that will be able to support MOACAC in perpetuity. Before Tim rolls off the board, he plans

to reach out to the Pennsylvania ACAC to start collecting information since they have an endowment already in place.

- If you purchased lunch today, please remember to submit your expense report Questand receipt to me. I will work on getting refunds issued by the end of this week.

XV. New Business (Dawn Michel)

- Question surrounding dates for summer retreat. We may have a hybrid, but we are not sure of dates or how that might work. Typically we meet in mid-June. Look for a decision on dates by conference.
- On Wed., April 21st will be our membership meeting from 10:40am-noon on MOACAC Zoom. We will be doing voting, etc. We will have a short board meeting member following conference on the 21st of April. Look for more details coming forward.
- NACAC votes goes through March 26th. Use the link you were sent.
- Thanks for being supportive of one another in the chat, etc. I really appreciate everything everyone has done given the circumstances this year. A big thanks especially to Tim and Charlie as they roll off. You've made a great impact on the board.
- Motion to adjourn made by Tim Eggleston and seconded by Charlie Hungerford.
- Meeting adjourned at 12:37pm.

/je 3.10.2021