

MOACAC Executive Board Summer Retreat
Meeting Minutes
June 13-14, 2022
Cedar Creek Conference Center / New Haven, MO

In attendance: Nikki Hostnik, Teresa Haney, Dawn Michel, Meredith Buschmann, Tim Wilmes, Jamie Staggs, Amanda Henry, Kyle Johnson, Joann Elliott, Caelin Anderson, Chad Sisk, Elora Thomas, Janiece Jones, Amber Mitchell, Mary Giunta, Shelley Gerringer, Katie Vargas

- I. Introductions – President Nikki Hostnik opened the meeting with an ice breaker and then had each committee member introduce themselves to the group.
- II. Committee Updates – Nikki requested an update from each committee along with requested budgets for 2022-23.

Admission Practices (Kyle Johnson) – Meet quarterly with NACAC admission practices group. Conversation has revolved around how to ‘enforce’ any practice concerns. Attended a session at conference on this and is also interested in presenting/partnering more with members at some of our events to discuss various scenarios. No change in request to budget.

Bus Tour (Nikki for Anna Whitlow) – Anna could not be here today. We do have some questions about her budget, and we will discuss details with her at a future date. As far as this year’s bus tour, we only have 12 registered, but will make it go as we want to provide the opportunity as a benefit to our members. Everyone’s numbers for bus tours are down from other affiliates, however, once we opened it up to GPACAC members to attend at a non-member we were able to get enough to make it go. Some people expressed concerns that an 8am departure from across the state made it too difficult to get there without an overnight. It was suggested that the departure be at noon. STEAM tour will happen next summer (revenue source) for outside high school and independent counselors.

College Fairs (Katie Vargas/Andrew Laue (not present)) – We are not having KC NACAC, but we are having STL NACAC fair at SLU on October 30, 2022. NACAC will be forwarding the contract to SLU shortly. College fairs is a huge revenue for us. StriveScan has been a great partner and we are happy to continue to partner with them. They create very timely reports and send them out within 48 hours of each fair. We no longer ask SS to create our pricing bands registration form because we are doing single fair pricing and we can use Memberclicks to do this. We will not be doing virtual fairs (6x6) this coming year and we will be doing everything in person. We will continue with the flat registration fee through the 22-23 school year for the in-person fairs. We will be looking at the set-up of some regional fairs to see if some need to combine, etc. due to low attendance. Our regional host sites have been very conservative in their spending for college fair planning which has made it easy to stay in budget. Contracts for RCF (22-23) will be going out July 1 and registration for RCFs target date to open registration for colleges is July 6th.

Communications (Amanda Henry) – Jenny Broyles from Tolton Catholic is helping with the social media aspect of promoting MOACAC. Need help with content creation and we need to recruit someone. **Please send content no later than 5pm on Wednesdays!** Would like to increase budget for professional development training volunteers in the communications arena as well as purchase items to be used for background at conferences, etc. Would love names for “Humans of MOACAC”

to be featured in the newsletter each month. Will continue with infinite scroll formatting as opposed to links within the newsletter. Question was asked do we need to move to every other week? Ex: The newsletter would be on the first Friday of the month and the update email on the third, etc. It was agreed that we would move to every other week. We may want to move to more uniform appearances (fonts, etc.) to create a more streamlined and consistent branding. There have been some issues regarding email access, etc. and some accounts (Canva, etc.). If you want to submit a social media request, you can use the link at the bottom of the weekly email/newsletter and submit your information there.

Government Relations (Tim Wilmes) – New to the role as of last month. Peggy submitted the budget for next year on his behalf. Tim is eager to learn! If you have questions currently, he may have questions in return as he learns the position. Please share with him your concerns and topics of interest. Advocacy Day will happen in February 2023. It has been requested that Gov Rel have 'blank' MOACAC business cards to have members fill in their name and contact information to provide legislative representatives their information. Joann will design and order those and get those to Tim.

IAS (Amber Mitchell/Janiece Jones) – IAS has tried to do the Inclusion Conference for students and their families over the last few years. Spring Conference at Maryville was cancelled due to low attendance. While they offered that info being shared over the summer, there was no interest. They are currently asking if this conference is a need due to lack of interest. Is it serving our students? We feel it is not serving students. As far as scholarships, we have been offering 5 Braxton Rethwisch scholarships (selected for this year) and we are currently in the process of selecting need-based scholarships. Nikki suggested collaborating with MOCAN (non-profit) for programming. Amber is currently on their committee and will investigate this. Mary Giunta suggested other non-profits including College Bound. Regarding GWI, the ask is for money to have the opportunity to collaborate with other people across the country to come up with new ideas and see what we can do to partner/collaborate with them as well as build relationships. E-Council budgeted for Janiece to attend the program in Philadelphia this summer and then she can bring back the information to make the IAS program robust. For diversity training, we would like to create a virtual lunch-and-learn event for all members, speakers to present at conference, and potentially training for e-board members. Money was allotted to cover an honorarium.

International Initiatives (Nikki for Oya Schooley) – She asked for \$1000 to give another scholarship next year with no other changes. Oya had indicated she would like to see the scholarship become renewable. Nikki indicated we would like to continue this conversation, but the challenge is how to track it.

Membership (Shelley Gerringer/Mary Giunta) – Fell just short of the budgeted goal for membership of 775 members. Therefore, budgeting for about the same number of members for the 2022-23 school year and, thus, approximately the same revenue. Plan is to create brochures for Chad to take to MSCA conference to drum up membership.

PDC (Nikki for Cabrina Noonan and Darren Meeker) – Tools of the Trade will be August 4-5 at Fontbonne; CUBE will be in KC at Rockhurst on August 31st; STL CUBE will be at Maryville on September 1st. CCI is at SLU on October 7th. 2023 KC CUBE is undetermined location and 2023 STL CUBE is at SLU.

MSCA (Chad Sisk) – We have been attending the MSCA conference in November each year. There are more rural elementary, and middle school counselors who are not are our target group. Last two years there were no hospitality suites due to COVID. There will be hospitality suites this year. Money needs to be allocated for that expense. As far as secondary school outreach, this was a component added a few years ago. We need to develop more ideas for how to expand this position. We still need a few more people to present at MSCA. If you are interested, please contact Chad Sisk.

Motion to adjourn at 4:50pm.

Day 2

Announcements – Upcoming events and reminders

If people were not here to present or if you have questions about anything (ever), you can always join our weekly e-council meeting. Please let us know.

The presidents will be attending the leadership conference in Portland in a few weeks and hope to communicate great ideas to you upon return.

Joann will send out information regarding remaining e-board meetings to be held in November, February and April (conference) as they get closer. Save the dates.

Presidents will be attending a meeting regarding delegates on June 23rd.

We will vote electronically on the budget once we know the outcome of the delegate call. Look for that and we will vote by June 27th. Kelli Roberts (treasurer) will send you your new 22-23 budget by July 1.

Spring Conference (Caelin Anderson/Elora Thomas) – Save the date for conference 2023 on April 3-4 at the St. Charles Convention Center. Chairs will be walking through the site later today. This will be a single conference for us. If you know anyone who would like to assist with the conference, please let Caelin and/or Elora know. There has been some discussion on themes—Back on the Trail, Forging Ahead, Better Days Ahead, Trail Blazers, Navigating New Trails, etc. The chairs will send some ideas and the e-board can vote. No plans for a pre-conference this year. We are bringing back bingo! That will continue a revenue stream. Conference chairs presented their budget for the single conference in 2023. Prizes for bingo will be cash. Revenue anticipated will be net after money taken in is used for cash prize distribution. Registration launch will be in early January.

The question raised was will we be joint with GPACAC in 2024 or do we branch out to other affiliates? Some exec board members expressed the desire to forge a venture with a new affiliate. Some said they heard good speakers at the joint conference but acknowledged they could hear fresh information at other conferences. Suggested affiliates included IN or KY. The idea of meeting with a single state affiliate is appealing as we have things in common. Some said that their districts would not allow out-of-state travel.

Technology (Nikki for Mark Nothum) – We will be reducing the Zoom account to reflect smaller meetings. That should save us about \$90/month. We need a cancellation policy that is universal.

We also need a replacement to shadow Mark as he is in his second year of his second term!! Please let us know of anyone who would be good.

Delegate - There is a conversation scheduled with NACAC for June 23rd where they will let us know what comes next regarding delegates roles. At that point, we will know how to budget and/or if we are even having delegates going forward. We will be able to finalize the budget for this category once we know the outcome of this meeting.

Grants – The presidents would like to ask Chad Sisk to join them in processing grant applications for various events and determining awards. This will ease the responsibility on the chairs to handle that decision. We will be giving 30% of the previous year's net revenue or \$10K (whichever is less) to fund professional development for members. For the 22-23 school year, we will be awarding \$2K to Gov Rel to get members to Legislative Day in Jefferson City, \$4K to PDC, and \$4K to Conference. The committee will attempt to split the money evenly between the HS and college side. Grant application forms need to be created and launched at the same time of event registration launch.

Universal Cancellation/Registration Policy – In order to keep some uniformity in the registration process, Joann and Mark propose we have a universal cancellation policy. For example, “no refunds within two weeks of the event”, etc. This will keep us from having to remember individual dates for refunds and/or closing deadlines, etc. For **spring conference**, the chairs' suggested language was: Can cancel and request refund up to 30 days in advance sans a \$50 processing fee; May request an even exchange transfer up to 14 days in advance of conference by contacting Joann with change information; No refunds less than 30 days in advance. For **college fairs** the chairs' language suggested was: please list the walk-in policy as part of the website (incl fees), the deadline to register for fairs is 7 days prior to the event. Cancellations/refunds honored up to 7 days in advance sans a \$50 processing fee. If within one week of the event, no refund or credit. No refunds for cancellations or no-shows. For **Tools of the Trade**, suggested language was: can cancel and request refund up to 30 days in advance sans a \$50 processing fee; less than 30 days in advance—no refund. Even exchange transfers up to 14 days prior. Registration closes 7 days prior to event (note that no PDC member was present for this.) For **bus tour**, there was no conversation about this event and the chairperson was not present. However, we do need to establish policy for this. CUBE and CCI will both be member-only events with paid registration and so no refund policy needs to be established. Once Mark (not present) has a chance to review the language and have any follow-up questions answered, these policies will be listed uniformly on the website for each event going forward.

Treasurer Update (Meredith Buschmann) – Our total balance as of May 31, 2022 is \$565,041.79 across all accounts. For the current year, we anticipated a net loss of \$6K and recognized a final net revenue of approximately \$100K. NACAC recommends we have 150% of our operating budget in reserves which would be just over \$307K. We are well above that threshold at this point and are fiscally in a very good place. Because of this, we can begin offering more grants and spending money provide professional development, endowments for scholarships, etc. for our members and students. Please contact our current treasurer (Kelli Roberts) with questions regarding reimbursements, budgets, etc. You can also contact Meredith or Jill Duncan. The treasurers request that you email them directly and not use the treasurer Gmail account as it is not regularly checked.

New Ideas/Business -

Katie Vargas – How to handle/police ‘for-profit’ institutions who maybe aren’t truly in the best interest of students, at the discretion of the host site coordinator, etc. Perhaps we need to provide some sort of verbiage/language that explains that better. It was also suggested that the individual host sites monitor their registrations weekly to see who is registering.

Joann will be sending you links to the Historical Data form for your committee to complete along with a link to the Policies and Procedures Manual for your reference, and a copy of the Expense Report form to submit your expenses to Kelli Roberts for this retreat.

Dawn Michel threw out the idea of PD and doing more and changing things up—please share your ideas...

Teresa Haney expressed a concern that there is a ‘push’ for downplaying the importance/significance of a college degree in the media currently. Whose job is it to explaining the value of college and creating a more positive conversation around this? Mary commented that so many colleges are inundating students with things they need, marketing, etc. and they need help navigating all of that. There needs to be a better tie between us and them. Some students are simplifying life by choosing a least resistance path for career choices as a result. Amber added that while students may complete the application process, it is difficult for them to complete the rest of the process—portals, financial aid, deposits, etc. and it is overwhelming students. Elora commented that is our job to show students what opportunities are possible for their futures.

Dawn will send the vote information for the budget approval form out to you.

Motion to adjourn. Motion seconded. Meeting adjourned at 12:02pm.

/je 06.14.2022