

MOACAC General Membership Meeting at NACAC 2025

Barley's Brewing – Columbus, OH

Thursday, September 18, 2025; 6-7:30pm

All committee reports were made by Kelli Roberts

President's Report (Kelli Roberts)

- We've really enjoyed working with GPACAC in planning our upcoming joint conference
- Will be sending an open-ended survey in the future regarding pain points in our first year partnering with StriveScan. Appreciate everyone's flexibility & grace.
- We are looking to add a College Fair Co-Chair to our board
 - Send me an email if you're interested!
 - The E-Board & I would like to present you with a first draft of our next five-year strategic plan.
 - Available to take with you
 - Based on survey results from last spring
 - Please consider emailing me any feedback you feel passionate about (president@moacac.org)

Admissions Practices (Kyle Johnson)

- Training Sessions
 - Discussion through [Ethical Dilemmas in College Admission](#)
 - Past discussions at Spring Conference, Tools of the Trade, College Admission Offices (in person and virtual)
- MOACAC Lunch and Learn
 - Ethical Dilemma Conversation
 - Thurs, Oct 16 @ noon
 - See the MOACAC Newsletter for info!

Bus Tour (Anna Whitlow)

- 2025 Show-Me Missouri Bus Tour attendees toured Maryville University, Rockhurst University, Truman State University, University of Central Missouri, University of Missouri-Columbia (Mizzou), Washington University, Webster University and Westminster College.
- We had college and career counselors from Missouri, Idaho and California on our tour.
- Next summer we invite MOACAC members from Missouri to tour colleges from outside our state. Hint: Southern Universities!

College Fairs (Rebecca Moppin)

- 15 Fall RCFs, 2 Spring RCFs with one additional pending
- 66 Sanctioned College Fairs
- 2024 to Today, MOACAC College Fairs Sanctioned and RCFs have served over 23,890 students.
- Collecting Spring College Fair Calendar Information
 - Registration Opening Soon

Communications (Ebony Sistrunk)

- Continuous strong engagement with bi-weekly newsletters and updates
- Implementation of new content submission form
- Social media presence needs improvement
- Will be looking for interested Communications Chair candidates, as Ebony will be rolling off at the end of the 2025-2026 school year.

Inclusion, Access, and Success (Kaylynn Williamson)

- IAS and International Relations has partnered together to streamline scholarship timelines
- Accept Scholarship Applications: January 1 to March 1
- Review all apps by the end of March
- Announce winners at Annual Conference
- Collect Scholarship Winners information in the months of April and May
- Send scholarship checks no later than June
- Will be starting to recruit scholarship readers SOON!
- Will be planning a scholarship reader training

International Relations (Eric Steere)

Highlights from 2024/25

- Conducted PD sessions aimed at 1) supporting international students in Missouri high schools and 2) students interested in pursuing higher education abroad.
- Awarded two \$1000 scholarships to international students enrolled at SLU and STLCC this fall.
- Represented MOACAC at the International ACAC Conference at Northeastern in July. Co-presented with Allison Frieze (WashU), who will also now be supporting the Int'l Initiatives Committee.

Goals for Upcoming Year

- **Listen, Ask, Support:** Hear from members about what you and your students need.
- Conduct PD workshops for HS students interested in learning about international education opportunities for their students.
- Interface with International ACAC, NACAC and other organizations to connect counselors with ways to support refugees, asylum seekers, and undocumented students.

Membership (Emily Diaz & Chad Sisk)

- Working with other executive board members to increase MOACAC access, specifically for non-profit organizations.
- Hope to have a follow up meeting with Pres/Treasurer regarding the process for "grants"
- Total Members - 778 (as of 9/11/2025)
- College/University - 334 (-8.5%)
- Secondary Counselors/Consultants - 361 (+7.9%)
- College Students/Faculty Members - 11 (+220%)
- Independent/Retirees - 1 (-50%)
- For profit organizations - 7 (-23%)

- Not-for-profit organizations - 62 (8.5%)

Professional Development (Katy Jane Johnson & Rachel Schleicher)

- We had great summer and fall events!
 - Tools of the Trade at Columbia College: 31 attended
 - Topics included: How to assist rural students, the new generation, increasing access and awareness etc.
 - KC CUBE at University of Missouri - Kansas City:
 - Reps: 47
 - Counselors: 71
 - STL CUBE at Washington University
 - Reps: 64
 - Counselors: 169
 - Lunch and Learn:
 - September: College Counseling Panel
 - 14 attended

Spring Conference (Sydney McNair & Rachel Reed)

When: April 8-10, 2026

Registration opens November 1st

Where: Sheraton Crown Center

Kansas City, MO

Keynote Speaker: Christal E. Watson

Executive Director, Kansas City Kansas

School Foundation for Excellence

Technology (Phil Layfield & David Bell)

- Worked on updating the website with features like:
 - Timeline of Presidents
 - Streamlined event registration
 - De-cluttering uploaded media
- Transitioned to Google Nonprofit Workspace
 - Evergreen board member email addresses
 - Consistent file hosting with a shared Google Drive
 - No more lost files when people retire!

Treasurers (Blake Huster, Christine Holladay, & Mary Giunta)

Checking	\$30,900.45
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Money Market	\$157,185.25
Short Term Investments (CDs)	\$70,002.33
Long Term Investments	\$584,993
Total Assets:	\$843,081.03

New Business

- Earl Macam is looking for NACAC College Fair volunteers at SLU this October. Please contact him if you are interested.
- Spring conference is looking for speakers for KC NACAC (Anyone know Taylor Swift or Travis Kelce?!))
- Question was raised about cost to MOACAC to host NACAC in KC 2027. While the group did not talk financials, they did give an overview of how the committees work.

/je 09.18.2025