

MOACAC Summer Board Retreat
June 7-8, 2021 (Virtual)
Meeting Minutes

- Introduction and Welcome (Teresa Bont)
 - MOACAC Mission Statement
 - Goals for retreat and beyond:
 - Get to know one another
 - Be “in the know” regarding MOACAC activities
 - Support one another in our respective committees
- Past President’s Report (Dawn Michel) -
 - A new alternate post-secondary delegate has been appointed--Andrew Laue from Webster University will serve a one year term in the role of alternate.
 - Nominating and Awards Committee is in the process of being created and thus far includes the following individuals: Jamie Staggs (University of Memphis) and Erin Stein (Notre Dame de Sion-KC); Looking for a couple more members to round out the committee
 - Working on Policies & Procedures manual--please respond to Joann’s survey so we can get that P&P manual up and running!
 - With changes at NACAC regarding the passage of the motion to allow individual members to vote, it remains to be determined what the role of our delegates will be at the NACAC conference.
- Committee Updates
 - Admission Practices (Kyle Johnson) -
 - If you have any questions or updates on stories, etc. regarding admissions scenarios, please contact Kyle!
 - Would like to partner with PDC to do a presentation at CCI or another PD opportunity.
 - There will be an Admission Practices meeting for all affiliates next week. Kyle would be happy to pass along any questions or find answers to concerns next week as their group affiliate interacts at the national level.
 - We might consider some type of ‘roundtable’ discussion within our own affiliate to see where the concerns are or note any developments that happen.
 - From the MOACAC homepage: click => “Resources” => “Admission Practices”
 - Or, follow this link: <https://www.moacac.org/admission-practices>
 - [**NACAC - Guide to Ethical Practice in College Admission**](#) (2020 - 2021, and beyond)
 - [**NACAC - Guide to Ethical Practice in College Admission: How We Got Here and What's Next**](#)
 - Download a PPT to see the history leading to the changes
 - MOACAC members are encouraged to respond to the prompts on the last few PPT slides and send feedback to:
kjohnson@rockhursths.edu
 - Will update these documents to include CDC recommendations COVID safety measures

- [MOACAC - Guidelines for College Fair Representatives](#)
- [MOACAC - Guidelines for Hosting a Successful College Fair](#)

- Bus Tour (Jennifer Tanner)
 - No Show-Me Bus Tour Summer 2021
 - Will resume next summer with “Spring Counselor Bus Tour”
 - Designed for MOACAC high school counselors to visit out-of-state schools
 - Will attempt to recreate trip from Summer 2020 that was cancelled for Spring 2022 visiting Nebraska and Iowa:
 - Drake, Iowa State, University of Iowa, Grinnell, Creighton, UNL
 - This is Jennifer’s last year on the board. If you know anyone who would like to be involved and possibly be on the tour itself, please contact Jennifer. It would be nice to have someone come on early to learn the ropes prior to transitioning over to the new chair.
- Communications (Michael Gruzeski) -
 - The Communications Committee has had several changes over the last 12 months. Mike Gruzeski has graciously agreed to come on and head the committee going forward.
 - Mike has met with Teresa, Beth, and Sami and to gain access to all the social media accounts, Hootesuite, etc.
 - Will be working back and forth with Joann to access other features
 - Mike’s priority is to build a committee from all parts of the state to have every corner be represented.
 - If you have suggestions, let Mike know.
 - It is encouraged by Teresa that MOACAC members join our FB group.
 - Joann will work with Mike to fine tune how we will gather information for newsletters and weekly emails, etc.
- Executive Assistant (Joann Elliott) -
 - Memberclicks continues to work well for us. Membership launched the earliest it ever has and has had minimal glitches.
 - All executive board members must return their Conflict of Interest and Institutional Support forms ASAP for the upcoming 2021-22 school year
 - MOACAC will be creating a Policies & Procedures Manual that will include full position descriptions and job duties. Joann and Dawn are currently working on this. E-board members have received their first round of surveys for this project and should expect more as we continue to add data. We hope to complete this project by the end of 2021.
 - Out of office - June 17-27. Contact membership co-chairs or Dawn Michel with issues during this time.
- Government Relations (Peggy FitzGibbon) -
 - Grade Update
 - Survey Results
 - Committee meeting to approach local and national initiatives including:
 - Team meeting with new permanent member
 - Advocacy “days” throughout the year depending on volunteers
 - Request for input from legislative members prior to advocacy day
 - Better understanding of peer affiliate’s gov’t relations work
- Inclusion, Access, & Success (Amber Mitchell/Monica Nickolai) -

- We will continue to offer the Braxton Rethwisch scholarship – the goal to highlight the achievements of students around the area of inclusion. We also plan to continue to offer the Scholarship for Students with Financial Need.
- We are planning to develop a playlist of on-demand online content around access and inclusion that could be available to both students and counselors for use with students.
- This summer's Inclusion Conference (virtual) scheduled for mid-June has been cancelled.
- We are aiming for 1 in-person Inclusion conference in Mid-Missouri this year, hopefully this fall but possibly spring, date is Covid policy dependent.
- We plan to provide an Anti-Bias training opportunity for the executive board again this year. (We had our first training in April of 2021.)
- International Initiatives (Oya Schooley) -
 - We end the year with our first MOACAC International scholarship recipient.
 - Based on MOACAC feedback, this scholarship will continue to be offered to international students pursuing their college education in the USA.
 - With COVID restrictions easing and altering, the website will need to be updated by the next Chair.
 - Trisha Hasbrouck will be stepping down as committee chair due to her family's move to Florida and thanks MOACAC for the opportunity to serve.
- Joint Conference (Elora Thomas and Caelin Anderson) -
 - Joint Conference will be with GPACAC on April 3-5, 2022 in KC
 - Elora and Caelin plan to meet next week to begin planning
 - Conference will be held at KC Marriott on the Plaza; contract is signed
 - There are 2 co-chairs from GPACAC that will be working with Elora and Caelin
 - Nikki Hostnik who is president-elect and past conference co-chair, will be available as a liaison to help with the conference chairs with any questions the new co-chairs may have
- Membership (Mary Giunta/Shelley Gerringer) -
 - Total membership as of 5/13/21 = 683
 - This is about 88% of 19-20 membership, which well exceeded our goal of 60% of previous year membership
 - Goals for 21-22: 775
 - We will send out an email to all prospects (978) to encourage them to become members
 - Mark Nothum will be cleaning up 'old' membership files that are expired from more than a year ago
 - Teresa suggested membership co-chairs reach out to FB groups page to promote membership.
- Professional Development (Darren Meeker/Cabrina Noonan) -
 - Tools of the Trade -Plan is August 5-6, Virtual
 - Tools is staying virtual because some colleges still have travel bans in place. This is the result of a survey sent out by PDC.
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 - CUBE
 - Virtual Day (STL) (working on logistics) - September 1

- Working on Webster to host; would like to host but need to follow COVID guidelines. We'd like to know by mid-June!
- In-person (KC) - William Jewell - September 2
 - In-person has a new schedule, with no lunch or breakfast. A snack bag will be provided. (This serves to reduce contact and shorten the day). Will move straight from presentations to college fair and hope to dismiss about 12:30pm.
 - KC will be looking for volunteers to help w/check-in, etc. If STL is in-person, we will need help there as well.
- College Counseling Institute - TBD Location -10/8 or 10/22
 - Waiting until late June to find a site. It will be in KC this year. Dependent on who hosts what the date will be.
 - We will be working with Joann and Mark to get registration for fall events up and running.
 - Teresa suggested PDC co-chairs post info/reminders on FB group page
- College Fairs (Andrew Laue/Katie Vargas) -
 - The college fair calendar for local, RCF, and virtual programs is now on the website. We received approximately 20 fewer in-person requests for local fairs.
 - RCF fairs will be the biggest challenge because they are larger events with typically closer spacing of tables and more crowded venues. Discussions with each on-site RCF coordinator will be ongoing. Time modifications, changes to logistics, capacity controls, and cancellation of some programs are all possibilities.
 - If an RCF is cancelled, it will not be changed to an online event. It will be cancelled outright.
 - The RCF registration fee for colleges will be a flat rate of \$150 per fair. Pricing bands were eliminated to allow for flexibility should refunds be required.
 - RCF registration will be open August 9-August 25.
 - RCF contracts are being sent this week to the coordinators. We are asking for commitment by August 1st as well as provide layout examples, best practices, etc.
 - We will continue to partner with StriveScan to execute virtual programming, which will include college planning sessions and 6 x 6 fairs. College planning sessions will be curated and planned by MOACAC in order to control content and quality.
 - Revenue from all college fair activities is difficult to predict due to the overall uncertainty of RCF programming. At the very least, revenue will be generated by the virtual events.
- Secondary School Outreach (Chad Sisk) -
 - MSCA Conference will be held on November 7-9, in person! MOACAC will again be presenting on a variety of topics. If you have a topic in mind that you would like to present please email Chad.
 - Chad can also provide a list of previous sessions if you'd like to see it.
 - Mental Health Awareness Programming
 - MOACAC is looking into partnership opportunities with MSCA to develop mental health programming. More details to follow, but if you have thoughts or ideas about this contact Chad.

- Technology (Mark Nothum) -
 - New Exec Board members added to the website with contact information on Exec Board page, and committee-specific pages
 - If you currently do not have a headshot on the Exec Board page, send one my way! - mark.nothum@slu.edu
 - Have posted initial college fair information on website, and updated language from “Virtual Fairs” to “College Fairs”
 - Will begin process of updating official MOACAC Calendar with fairs and event info
 - Worked with Membership and Joann on launching membership renewals
 - Will begin working with PDC to build registrations for Fall events
 - Will begin working with College Fairs on RCF registration
 - Teresa encouraged all exec board members to check out their individual pages on the website and let Mark know what needs to be changed, updated, etc.
 - Teresa encouraged Mark to find an ‘apprentice’ for when his term ends. So far, there has been little interest in the position when he’s put it out there.

- Treasurers (Meredith Buschmann/Lindsay Tobin/Trent Fenwick)
 - Fiscal Year 2020-21 we budgeted a negative net revenue of **\$56,588** (before transferring \$25,000 from Edward Jones), which left us with a budgeted negative net revenue of **\$31,588**. We are thrilled to report that we are ending the year in black with a net revenue of **\$20,870.63** (as of 6/1/21).
 - Following a year of uncertainty, this year we anticipate things returning to a semi-normality. We encourage all committees to continue to monitor their budgets, remain flexible, and pivot when needed.
 - NACAC recommends membership affiliates keep reserves at 150% of their operating budget. Our current reserves are \$419,613.00.
 - In the 2018-2019 Fiscal Year we set up an investment account with Edward Jones. In 2021 we moved \$25,000 from our Money Market account to our Edward Jones account. Through having a healthy investment account MOACAC is able to give back to our members as well as to remain a financially healthy organization and provide security for MOACAC for years to come.
 - Finalized committee budgets will be sent prior to July 1st, 2021 (start of the new fiscal year).
 - During the explanation/discussion/tweaking of individual budgets during Day 2 of retreat, there were minimal questions raised regarding the proposed budgets. We will revisit the idea of buying an email list of all counselors in Missouri to a later date once more research on costs and return on investment can be determined.
 - The budget passed unanimously when put to a vote.

- New Business
 - Consider getting a MOACAC government relations email through Memberclicks since so many legislative contacts we would make are with those outside of the organization and the chair won't have to use their school email. (Mark N. will look into this.)
 - It is suggested we look into individual MOACAC emails for the remaining committee chairs' position. Would this release us from some liability by not using individual schools' emails?
 - Still looking for venue for STL CUBE. Webster University is exploring the possibility of hosting. Nikki offered the contact at Marriott West who hosted her school's prom as a non-college venue option.
 - MOACAC Executive Board gatherings/meetings
 - September 22: Seattle meet-up during NACAC Conference (no official business)
 - Tuesday, November 16: Mid-Missouri (location TBD)
 - January/February: Jefferson City to combine with MOACAC Legislative Day
 - April 5: Kansas City following joint conference
- Motion was made to adjourn the meeting and was seconded. Meeting was adjourned at 12:04pm.

/je
06.08.2021