

MOACAC Summer Retreat 2023
Columbia, MO (Stoney Creek)
Meeting Minutes

In attendance: Jill Duncan, Kelli Roberts, Elora Thomas, Janiece Jones, Amanda Henry, Emily Diaz, Kristin Roop, Russell Brannen, Teresa Haney, Nikki Hostnik, Kyle Johnson, Cabrina Noonan, Joann Elliott, Chad Sisk, Shelley Gerringer, Anna Whitlow, Ebony Sistrunk, Tim Wilmes, Mark Nothum, Emily Sachs

- I. Welcome and Introductions
 - Ice breaker
 - MOACAC Wear sign-up sheet - board members can purchase for discount. We will pass around an order form during the meeting.
 - GAIN Grant ideas - We applied for GAIN grant and got additional money to fund the 2022 conference. The other money we received will be used to pay the speaker for tomorrow's talk. If you are interested in requesting additional funds, ask Teresa to apply for a grant for your committee.
 - NACAC Next program – We will be nominating 3 individuals to attend the PD program at NACAC in Baltimore. This will be for early to mid-level career individuals. We are looking at 3 who are going to NACAC: Elizabeth Curry, Jenny Broyles, and Mallory LaPlante will be approached about attending this event. The event will be held on the Thursday morning of NACAC.
- II. Past President's Report (Nikki Hostnik)

President's budget review - Nikki explained the president's budget line by line and what each expenditure was and the dollar amount assigned to each.
- III. Admission Practices (Kyle Johnson)

Highlights from 22-23:

 - Training Sessions
 - Discussion through Admission Ethical Dilemmas
 - Prior to this year it was just rewriting the guide, etc. but this year we used NACAC's resources to do training sessions and discussions about admission dilemmas and talked through the solutions. MOACAC does not take an active role in disciplining but works to educate admission offices on best practices.

Goals for 23-24:

 - Create Committee – Want to add a couple of people to admissions committee to do more training sessions.
 - Promote Training Sessions/Discussions – Would like to do these virtually and in-person and perhaps roll it in with a social. Would begin with STL and KC as host sites and expand from there.

Budget Discussion

 - Would like to add to the budget a line item for a social and possible attendance prize.

IV. Bus Tour (Anna Whitlow)

Highlights from 22-23:

- 19 attendees (from FL to HI)
- Wash U, SLU, Webster, Mizzou, MO S&T, COO, Drury, MSU on the tour
- Schools have been GREAT to work with!

Goals for 23-24:

- Illinois and Indiana?
 - It was discussed to go to IN, OH, and KY. Suggested Butler, Miami-OH, U of Cincinnati, Xavier, etc.
 - It was recommended that we poll the HS counselors to see what works. (March, June, July, etc.) Send to the Communications team.
 - Contact Schools earlier – started in November originally and could use more time.
 - Late fee registration policy – Would suggest a significant late registration fee (up to 50%) for 30 days before the trip. Teresa said she would support Anna making that rate.
 - Grant money will be made available for HS counselors attending the MOACAC bus tour next year.
 - Mark will add a drop-down for bus tour on the grant application
- Budget: Will likely increase the price for the bus tour to reflect increase in bus rentals. No other questions on budget for bus tour.

V. College Fairs (Katie Vargas & Kristin Roop)

Highlights from 22-23:

- In-person college fair calendar is now live on the website
- Local college fairs are managed by the host representative who is responsible for any decisions regarding fair logistics, time modifications, cancellation, and safety protocols.
- Regional College Fairs are jointly managed by MOACAC and on-site RCF coordinators for each program
- The RCF registration fee for member colleges will be \$150/ member and \$175 for non-member
- *It was suggested that the non-member rate be increased since they can technically attend cheaper as a non-member (\$175) than a member (\$150 + \$30 membership fee)
- RCF registration will open in July/early August

Goals for 23-24:

- Streamline CF request process; reduce number of late requests—Will have meeting in April (around conference) to have that schedule set.
- Utilize StriveScan resources in greater depth – would like to see from them what other ACAC's are doing and perhaps transition to StriveScan calendar model.
- Create a printable CF "Brochure" (similar to ArkACRAO)
- Identify and secure a host for a KC RCF—Kyle suggested a way to connect with K-CARR or other groups
- Shelley suggested that they up the non-member college fair rate to incentivize people to become members.
- There is a Toolbox online for people who need a list of questions, etc for students to ask,

etc.

-Concerns about amenities provided being the bare minimum in terms of snacks/water, etc. We need to consider re-working the contract and/or having a school who is 'doing it well' to demonstrate what a great fair may look like. Each regional is given \$2000 to spend---Spend it!!

Budget: Beat expectations from predictions and anticipate a small increase for this coming year. College fairs are our strongest revenue source. No additional questions or concerns about the college fair budget.

VI. Communications (Ebony Sistrunk)

Highlights from 22-23:

-Streamlined comms and reduced number of emails per month

-Open rate is strong—over 60%

-Step and repeat – We will have at any events so people can take their pics and put on SM. It is in storage at Whitfield.

-Have been more consistent in branding

Goals for 23-24:

-Increase social media following and engagement; need to evaluate platforms to see which are most effective and which we may want to let go.

-Highlight more membership from Mid-Missouri

-Maintain or increase open rate

-Might enlist help of other committee members we could add to help push out effective SM posts and increase engagement as a result.

Budget: Probably need to consider a timeline for logo re-design (maybe a few years out and not immediately.)

VII. Executive Assistant (Joann Elliott)

Highlights from 22-23:

-Just finished year #7 with MOACAC!

-A full return to in-person events!

Goals for 23-24:

-Make more of a concerted push to recruit volunteers & provide chairs with contacts

-Create a master system of organization by MOACAC committee/year in Google Docs for shared documents

-Have committees do an update of the MOACAC P&P Manual by next summer's retreat

-Work with treasurers and membership to clean up data on transactions and prospect accounts

Budget: No questions on budget

VIII. Government Relations (Tim Wilmes)

Highlights from 22-23:

-Brainstorming from Shelley!

-Talking to the admin assistants for MO state reps

-Being part of the team

Goals for 23-24:

- Expecting partnership with IACAC and other ACAC groups to be fruitful for National Legislative Day in DC
 - MO Legislative Day – goal to set aside time this fall to meet with reps’ admin assistants in person to coordinate meetings
 - MO: Coordinate with the House & Senate to get a joint meeting on the books in the fall that they can schedule their meetings around
- Budget: Do not need to budget for business cards at this time. Everything else is ok. No other questions. Will continue to have grant money available for MO Legislative Day for travel, etc.

IX. Inclusion, Access, and Success (Janiece Jones & Russell Brannen)

Highlights from 22-23:

- Resumed full committee meetings
- Awarded scholarships to 7 deserving students

Goals for 23-24:

- Evaluate eligibility criteria, essay prompts, and timelines of Braxton Rethwisch and need-based scholarships
 - Host 1-2 Lunch & Learns (focused on inclusion and success)
 - Plan a workshop or other event geared towards high school counselors (especially those from rural/underserved areas); probably not on a grand scale, but will be a start as we plan to see what the need is
 - Create a resource library/database for counselors – would like to have options available and have a repository of resources— from the mainstream such as LOR templates, schedule-building, etc. to counseling students of color, socio-economic issues, ability issues, etc.
- Budget: Would like to see Russell go—he needs to check availability with his schedule. Otherwise, can a committee member go? (Prefer board member go.) No other questions about budget.

X. International Initiatives (Eric Steere)

Highlights from 22-23:

- Oya! We will miss her!
- Conducted PD workshop for college admission professionals working with international students in MO high schools, virtually as well as at the annual MOACAC conference
- Scholarship, I think!

Goals for 23-24:

- Listen ask, support: Let’s find out what our members and their students need
- Teach: Conduct professional development workshop for HS counselors interested in learning about international education opportunities
- Advocate: Support for refugees, asylum seekers, and undocumented students. Coordinate with International Institute, International ACAC, and other organizations to provide support for vulnerable international populations, and those that serve them
- Network: Organize international-themed counselor breakfasts, fairs, and meet & greets for

our counselors

Budget: Requested money for scholarship. Not an issue to provide this.

XI. Membership (Chad Sisk & Emily Diaz)

Highlights from 22-23:

-MOACAC surpassed its goal of 775 members!!—Shout out to Mary and Shelley for all their work in increasing membership during their three years as chairs!

-Total members: 829

-Secondary members -342

-College/University Membership: 419

-Agencies/Organizations: 65

-Independent: 1

-Retirees/other: 2

-Bumped up the dates to send out renewal notifications to current members in order to reach people before summer break—as of June 9th 20% have renewed.

-Renewal notification #1: May 17th

-Renewal notification #2: June 15th

Lapse emails will go out July 1st, 15th, 30th and August 15th (final reminder)

-Collaborated to make renewal and lapse emails more straightforward and efficient

Goals for 23-24:

-Prioritize diversity and inclusion in membership

-Identify gaps in membership demographics at both the organizational and individual levels and recruit in those areas to increase overall diversity and inclusion

-Organizational diversity=member type, region/location, public v private, etc.

-Individual diversity=ethnicity and gender

-As it exists, we do not collect that information. We could probably work around this if we did it anonymously. Could you collect that data by population served, zip codes, etc.?

Budget: There is about \$800 unreconciled, but membership brings in about \$20K. Funds from membership could be used to pay for the QR code sign for MSCA conference.

XII. Professional Development (Cabrina Noonan & Emily Sachs)

Highlights 22-23:

-Both KC and STL CUBE had a \$0 bid, brought in \$9500 total

-For Tools of the Trade, we had 30 participants over what we had predicted with a total of 60 attendees

Goals 23-24:

-Increase participation from HBCUs for Tools of the Trade and CUBE

-We had 33 participants for CCI and this year we want to double attendees with at least 60

-We need to reach out to the two HBCUs in our state to invite them to participate in our CUBE, etc.

- More and earlier communication for events
 - Can we provide transportation from other areas to CCI? Cabrina would like to propose a bus since our goal is mid-MO.
 - Would like to target comprehensive counselors
 - Suggested a college provide a bus (Rockhurst?)
 - Can we do a Saturday institute prior to MSCA in November? (2024) Chad can reach out to Jill at MSCA to see if it is possible for us to come in and do this without registrants also having to attend MSCA. This would be a free event for MOACAC members.
 - Also, could we host at a nearby college (William Woods or Westminster, etc
 - CUBE STL is Wed., Aug 30th at SLU: KC is at Rockhurst on August 31st.
 - Tools will be August 3-4 at Rockhurst
- Budget: Not wanting to raise prices for Tools. Can we give an honorarium to speaker for Tools? (Yes) Grants will continue to be available for Tools. Bus transportation for CCI from either KC/STL. Ask SEMO, Rockhurst, SLU, etc. if they can shuttle. Will add a line item for transportation (CCI): \$2000.

XIII. Secondary School Outreach/MSCA Liaison (Chad Sisk)

Highlights 22-23:

- Attended MSCA Conference
- Hosted hospitality suite at conference; had great turnout!

Goals 23-24:

- Attend MSCA Conference and host hospitality suite
 - Connect SSO and Membership co-chair positions to increase outreach and membership
 - There may be a conflict about Chad attending conference this fall and may need another person to go in his place.
 - Chad believes this committee is really a subset of Membership and would like to blend the two committees together.
 - Chad cannot access attendee list for MSCA conference but can put things out on their emails.
 - MSCA is open to us presenting virtually or in person
 - RootEd will have conference in Branson. Could there be a need for us to present there?
- Budget:

XIV. Spring Conference (Elora Thomas & Amanda Henry)

Highlights 22-23:

- Out of the Woods conference was a success!
- LOTS of first-timers!
- We made a profit!
- Bingo was back!
- Sessions were well attended

Goals 23-24:

- To have a successful partnership with GPACAC to be successful in joint conference next year
- Increase attendance to pre-COVID registrants and attendees

- Grow involvement for both affiliates with increase of first-timers and growing Midwest representation
- It was asked if we could add a question to post-conference survey to ask for committee volunteers going forward
- We need to work with GPACAC on numbers for pricing. They charged more last year and we charged less. We need to meet in the middle.
- Date for spring conference is April 10-12, 2024.
- We gave away considerable grant money for people to attend conference in 2023.

XV. Technology (Mark Nothum & Nate Jacobs)

Highlights 22-23:

- Another successful year with event registrations
- Nate Jacobs began his training as tech co-chair

Goals for 23-24

- Finish Nate's training for him to take over entirely next cycle. He will continue to do more of the role throughout the year as Mark prepares to roll off 😞
- Budget: MC expenses increased because of fees we incur from college fairs and switching off Strive Scan. We can get rid of PayPal at this point. That will save \$360 per year.
- Recommended the 'new' co-chair always be in place by the third year of the original tech chair.
- It was requested that we have a form online that high schools can complete regarding when visits happen that college MEMBER institutions. Mark said we can do this via Google Doc and link behind member wall. We could also list it as a member benefit for colleges.
- Nikki reported that GPACAC will be responsible for registration using SLATE for the joint conference so MOACAC tech will not be creating forms. MOACAC will have access to the system and the money will all funnel to MOACAC accounts.

****End of Day 1****

DAY 2:

XVI. Treasurers (Jill Duncan/Kelli Roberts/Mary Giunta)

Highlights 22-23:

- Continued financially sound base, enabling more grants for attendance at conference, professional development events, etc>

Current account balances:

- Checking account: \$214,311.74 (year end June 2022 was \$155,026.90)
- Small business MMA: \$26,066.34
- Edward Jones Account: \$715729.58
- TOTAL ASSETS: \$956,107.66**

-Treasurers will start to utilize/enforce the codes assigned to your expenses. This means when you file an expense report that you will have to categorize what account/codes the expenditures will come from. Example: 500-04 will be the code you use to be reimbursed for travel to meetings, retreat, etc. Kelli will

send you the information in the budget so you know how it would be categorized and you can begin telling treasurers what code to use so it is taken from the correct account.

- Keep all your reports and receipts in one PDF when submitting for reimbursement. Please include a snip of maps that shows mileage to the event for which you are being reimbursed.

- We are always asked why there is so much money in checking. This is because we need to keep 150% of our operating expenses liquidated and that is what the Commerce account is for. The EJ account keeps the investment portion of our nest egg.

- Teresa mentioned that we are growing our nest egg and we are fiscally sound. We need to think more about how to spend the money to give back to our members.

- Kelli will finalize the rest of the budget and send it out later next week to review and finalize budget.

- Kelli will also send the new expense report forms. You will need to save a copy of this so you can use it for future expenses.

Goals for 23-24:

- NACAC recommends we have 150% of our operating budget in reserves which would be just over \$*****. 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 to provide PD, endowments for scholarships, etc. for our members and students.

- Streamline procedures for budget regarding codes for each MOACAC committee.

- Streamline procedures for policies for late registrants, non-payment, etc.

- Continue work with EJ endowment policy.

XVII. New Business

- It was asked if we can put more money in a CD or something similar that would allow us to have the 150% threshold, we need but put the excess in a higher interest-bearing account. (YES!)

- We can always potentially work with EJ to disburse our scholarships, etc. if we need them to do this.

- Janiece commented that IAS needs to look at the rubric for awarding scholarships to make sure they are awarding to the population that really needs and would benefit from the scholarships.

- Would like to see more scholarships and higher dollar amounts awarded since we have the funds to do so.

- Emily reported there is verbiage available that we could add in notifications to colleges to be sure funds are used.

- Russell reported that Kaitlyn at Scholarship Central has some templates for wording to ensure funds are used properly.

- Nikki reported that bylaws state that a committee needs to meet with e-council if there is a desire to increase scholarships and that a vote must follow either in-person or digitally.

-We need to figure out a way to work with GPACAC for discount codes, etc. in the event that we need to charge a different rate, provide grants with hotels, etc. since GPACAC will be running registration for conference.

XVIII. Guest Speaker, Ann Rulo, LMFT, LPC
“Caring for Yourself & Caring for Others”
-45-min presentation with Q&A/discussion following

XVIII. Meeting adjourned

/je

06.21.2023