

MOACAC Executive Board Meeting
Columbia, MO
11/19/19

In attendance: Charlie Hungerford, Dawn Michel, Jamie Staggs, Michelle Luraschi, Earl Macam, Gwen Tohill-Macam, Erin Stein, Lizzi Delaney, Alicia Hollis, Alicia Saitta, Meredith Buschmann, Tim Eggleston, Liz Majors, Peggy FitzGibbon, Ivy Hartman, Melissa Millington, Jill Brock, Teresa Bont, Jen Tanner, Mark Nothum, Monica Nickolai, Joann Elliott, Amber Mitchell, Adrian Liddell

1. **Opening Remarks** – Meeting called to order by Charlie Hungerford
2. **Spring Conference Update** (Jill Brock/Alicia Saitta) – Joint conference w/GPACAC in KC at Intercontinental Hotel on April 5-7; Met w/GPACAC planners yesterday along with treasurers and presidents. Went through all logistics and planning. Still have a lot of work to do. Considering a live band for social. Registration is live. Working w/Kristle and Amanda from GPACAC to pull things together. Thanks to Mark Nothum for getting things set up on Memberclicks. GPACAC has 12 that have registered; MOACAC has 5. We are shooting for 400 to attend. If anyone wants to present, session proposals are due February 1st. Those application forms are currently available online as well. We have a pre-conference session on Sunday for professional development—KS Leadership Institute. (\$25 for HS side and \$50 for college side to attend). Charlie encouraged exec board members to consider attending the leadership conference portion. Some rooms seem small, but we should have adequate space. Chris Singleton will be the conference motivational speaker speaking on racial diversity and inclusion. Came highly recommended. Hope to do some recording of sessions so we can put some videos behind the member wall on various topics (member benefit).
3. **Elections and Nominations for Awards** (Earl Macam) – We have nominations for president-elect, treasurer-elect, HS delegate, assembly delegate (HS and college) alternate. We have no nominations for awards yet. Please think within your institution, the organization, etc. of someone who would be a great recipient for the awards including Peggy Clinton Award, Rising Star, etc. and nominate them! Once nominations are all in, the committee will start to work on creating a slate for nominees and award winners. We need to determine what to do should we have a position with two nominees running. Discussion regarding assembly delegates need to be working on behalf on the affiliate in other ways—on committees, exec board, etc. and not operate as a stand-alone position.
4. **Regional College Fairs** (Jamie Staggs and Michelle Luraschi) – The state is divided into 8 regions. Things are fairly evenly distributed now by population. 87 total fairs (15 RCFs) and had 20% decrease in registration costs compared to last year. There was great positive feedback as a result of this move. Great year of growth overall. Data provided by Strive Scan and the summary indicates fairs are well attended. Francis Howell is breaking records and did a great job—students were bused in and great scan rate as a result. Looking at who needs assistance going forward, co-chairs reached out to a few fairs to see what tweaks can be made to help them. Have reached out to some locations to help them improve/grow. Co-chairs also get info on all MO fairs and can see what areas might become a regional fair in the future. They may be

reaching out to them soon. There will be a regional college fair meeting on December 5th so regional fairs can set their dates. Then following, the rest of the smaller fairs can schedule their individual fairs. After that, the master calendar can be set, hopefully honoring all the requests. In April at conference, the schedule will be released. July 1st will be opening the date for next year's regional college fairs' registration. No complaints on pricing drop. Moving to Lindbergh HS (air conditioning!) helped a great deal. They had a 49% increase in attendance! There are a few locations that need some coaching/help moving forward.

5. **Treasurer and Investment** (Tim Eggleston) – Revenues are up. Regional college fairs are the largest pull for our revenue. Membership numbers are good but need to be verified since a small portion fell into the old system. We are looking at the long-term success of the organization with continuing to grow our accounts and investments while still covering expenses for members who need assistance to attend conference and PD events as well as government relations. Our accountant filed an extension on our taxes (no penalty) and is moving our old data into QuickBooks. QuickBooks has been great to use thus far. As far as Edward Jones investments, we have made more in 6 months using EJ than we did in a few years just having it in a checking/savings account. We are exploring a change in bank in order to streamline things and make things easier in terms of getting debit/credit cards for presidents, etc. as well as remain convenient for banking/depositing.
6. **Discussion about Dates and Events for Professional Dev** (Charlie Hungerford) – What things do we need to consider dates for PD events? Should we rotate between mid-MO and Springfield for CUBE, for example? Can we live stream anything? Can we post video after the fact for members? Can we roll in a regional fair with a CUBE? Example, CUBE by day and regional fair by night? That might be a way to get a smaller community to host CUBE. (Might be beneficial for reps to be able to be to attend two events in one trip.) Can we reduce cost of mid-MO CUBE even more to provide access for smaller rural high schools? Suggested Sept 2-3 for STL/KC CUBE and then another date for mid-MO (and pair it with Capital Area fair). The dates for CUBE will be determined by when schools in MO return to class next fall. Discussion was had to consider eliminating the lunch associated with CUBE in order to save the hosting college money as well as shorten the day for attendees. Looking at CCI date for October (STL), what are preferred dates? None were suggested. Do we like CCI where it is? Would we ever want to pair CCI with Tools? Upon further discussion, it was determined that STL CUBE 2020 will be on 9/2 and KC CUBE on 9/3 with mid-MO CUBE to be announced in December.
7. **2020-25 Strategic Plan** – (Earl Macam) – Earl provided executive board with master grid of possible strategic plan goals (Advocacy, Membership, Organizational Efficiency, and Professional Development). In terms of IAS, there is an interest to have 3 IAS conference sites but two minimum each year. (Rotate between STL and KC plus one in mid-MO). This strategic plan does not need to be adopted by the membership but is implemented by board based on feedback from members. Discussion regarding action items and clarifying steps/goals followed. Advising Corps members could be offered free membership essentially giving them ability to attend free 'member' conferences such as CCI/CUBE. They do meet at Mizzou for a week in July where we

could inform them. A discount code could be created to help those members and it could be explained to them and have them register at their meeting in July. Suggestion was made to move PR/Communication under the Membership, Identity, Brand as opposed to Advocacy. We will vote on Strategic Plan via email. Need two-thirds majority to pass.

8. **Admissions Practices** (Teresa Bont) – There will be a lot of changes at state and national level due to changes voted on for CEPP at NACAC in September. Removing 3 pieces from the CEPP were done because they were in violation of anti-trust laws. This was done with a heavy heart but done so to avoid heavy legal fees to NACAC. It appears there are other portions of CEPP that might be in violation of anti-trust laws. The national level of the organization is still deciding what is the best course of action going forward. There will be some outreach regarding ethics to various groups as a result of this. We will make changes to MOACAC website as things develop and change to reflect where we are with this. In terms of guidelines for college fairs, those outlined on the MOACAC website will need to be reviewed again.
9. **Bylaw Updates** – Want to change time frame to be able to replace an elected official to 60 days from current 3 weeks.
10. **Technology** (Mark Nothum) – Moved to Memberclicks in June. Everything has been seamless and able to keep everything under one system within the site rather than to spread things out across various forums. If you are looking to add a survey, etc., we can do outreach via groups (members vs. non-members), etc. As we build forms and live in Memberclicks longer, we hope to be able to re-use forms from year to year. One of things Mark would like to do is develop committees within system. Mark needs to add Communications Committee to website. Please send headshots and contact information.
11. **Communications** (Ivy Hartman) – Are keeping goals simple for this first year. They include: sending a quarterly newsletter. August-December-March-May sort of schedule. Going for consistency. First newsletter will go out 12/4. Streamline communication via email/social media/etc. Wants to brand organization. Want to learn how other ACAC's use their communication teams. Want to profile members—do we do this via video or photo? Or, do we focus on WHY people are involved in MOACAC? Maybe do a questionnaire out to members... Question was posed of how to get social media posts out in 'real time' if only the communications team has access to the social media accounts. Perhaps we have a designated person 'hijack' the site for the day if they are at an event. (Ex: president takes over for the day...). Mentioned that they could do a raffle for followers, etc. We've not yet surveyed members to see how they like to be contacted and how often and we need to do that.
12. **Bus Tour** (Jen Tanner) – Bus tour survey was sent out asking HS counselors their preferences for bus tour—IA, CO, MO as well as date times and price. CO is the winner that has majority of votes followed by IA and no one wanted to stay in MO. This next tour is for MO counselors only. If CO conflicts with Wild West tour then we will go to IA. June was preferred month. Erin has suggested using some PDC money to roll over to bus tour to fund travel grants. As far as scheduling registration timelines, etc. we would like to open registration around February.

13. **Membership** (Lizzi Delaney/Alicia Hollis) – Goal for membership set last year was 750 and we are currently at 745! At conference last year we were at 726. About 300 are HS, 360 are college. Most members come from MO, but 180 are not. We have about 400 plus prospects in the system as well. Memberclicks will be a great resource moving forward in assisting with membership. Asked for membership opening date to be moved earlier. Do we go to a rolling membership cycle? We would have to ask Memberclicks to determine if a rolling membership cycle is possible.
14. **Government Relations** (Peggy FitzGibbon) – Kyle met with Peggy to explain things, but she is largely learning as she goes. National Advocacy Day will go happen in March. People can apply for a grant to attend. Can you double it up with a college tour in the DC area, for example, to make your travels worthwhile? Jeff City date is still to be determined. Would it help if we connect it to our conference in KC this spring? Charlie also reminded us that we sometimes do our spring board meeting in tandem with the JC day so we can combine it all in one day.

Meeting adjourned at: 2:36pm