

MOACAC Executive Board Meeting
Fall 2025
University of Missouri
Columbia, MO
November 18, 2025

In attendance: Katy-Jane Johnson, Chad Sisk, Joann Elliott, Kelli Roberts, Phil Layfield, David Bell, Rachel Reed, Sydney McNair, Shelley Gerring, Eric Steere, Ebony Sistrunk, Rebecca Moppin, Katie Vargas, Emily Diaz, Mary Giunta, Amanda Chapman, Kaylynn Williamson, Rachel Schleicher, Kyle Johnson

Not Present: Blake Huster, Christine Holladay, Anna Whitlow (phoned in report)

I. President's Report

-Icebreaker

- a. **Approval of Strategic Plan** – Kelli asked everyone to review the strategic plan and review to see if there are any changes to be made. Once everyone read it, they voted on the MOACAC 5-Year Strategic Plan, and it unanimously passed.
- b. **NACAC to KC update** (Amanda) – We've confirmed that Debi Hudson (KC) will be one of our 2 LAC co-chair for 2027 NACAC. We are still solidifying the second person's commitment to the role. We have also talked with GPACAC leadership to have them jump in to help. For our own conference, we will have the joint conference in KC 2026 with GPACAC but will take a break from them after this upcoming conference. We will not be having a conference in 2027 because of NACAC and are exploring our options for another joint conference with a different affiliate in 2028.

II. Past-President's Report

- a. **Gain Grant** – We received our Gain Grant from NACAC and used it. We will then apply for next year's grant

III. Admission Practices

- a. **Oct. Lunch and Learn** (Virtual PD) – Collaborated with PDC to present this.
- b. **Spring Conference Session** (Proposal with GPACAC AP) – will submit presentation and then will hopefully be approved to present in KC
- c. Possible spring AP session in St. Louis - TBD

IV. Bus Tour

- a. Early planning stages of a Southern Tour!!

- b. Tentative Dates: June 22nd-June 26th, 2026
- c. Proposed sites:
 - Murray State University

Union University
Rhodes College
University of Mississippi (Ole Miss)
Belmont University
Vanderbilt University
University of Tennessee-Knoxville
University of Kentucky-Lexington

V. College Fairs

- a. Spring Fair timeline - Link is active
- b. Trying to confirm membership for all site hosts
- c. Working on going LIVE with Fall 2026 Form
- d. NEW - those requesting fairs will complete THROUGH MOACAC site instead of Google Form
- e. Will try to fit Fall Fairs into corresponding CUBE locations (i.e. StL week the same as StL Cube)
- f. Reimbursement \$ from fairs December or later.

VI. Communications

- a. Currently working with a communications team for the GPACAC + MOACAC Joint Conference in April, 2026.
- b. Continuous strong engagement with bi-weekly communications.
- c. An increase in social media engagement.
- d. Excited to announce that Julia Heck from Southeast Missouri State will be serving as the MOACAC Communications Chair beginning in the Fall 2026.

VII. Government Relations

- a. National Level
- b. [Latest NACAC Advocacy Update](#) (11.14.25)
- c. Universities continue to feel the strain of the Shutdown (delays in research activity and grant spending, food insecurity for over 1M college students, GI Bill/tuition assistance delays for military-affiliated students, increased healthcare costs for adjunct faculty).
- d. Bipartisan College Transparency Act advances (improving College Scorecard, standardizing financial aid offers, etc.)

- e. To date, 5 universities have struck deals w/ administration to restore federal research dollars (in exchange for some/part of their autonomy, specifically surrounding DEI initiatives)
- f. This, combined with reduced OCR representation in the Ed. Dept., is pushing some states to develop their own civil rights offices → could lead to uneven protections for students, state-to-state
- g. National Clearinghouse Data shows overall higher education enrollment up by 2% this fall; 4% increase in community college enrollment; graduate enrollment held flat
- h. Ed. Dept. is redirecting Improvement of Postsecondary Education (FIPSE) funding (\$171M) from student success and access programs to AI, civil discourse, accreditation reform, & short-term workforce training
- i. Legal challenges continue in states seeking to end in-state tuition benefits for undocumented students (TX, OK, KY, IL, MN)
- j. Make your voice heard!
- k. State Level
- l. MOACAC Legislative Day in Jefferson City on February 24, 2026 – Look for details coming soon. Feel free to email Katie to share your concerns and/or conversations you would like to have addressed on this day.

VIII. Inclusion, Access, & Success

- a. Scholarship update and timeline – It's very possible you will be asked to read applications. Everything opens in January and closes in March so it will all happen quickly in one timeline!
- b. Conversations with Kaitlin Venta – We may have a different contact soon, but Kaitlin is our contact for now.
- c. [Link to New Scholarship Information](#)
- d. Hope to add a co-chair to help Kaylynn soon.

IX. International Initiatives

- a. MOACAC International Student Scholarship Timeline and Update
 - i. International enrollment is down 18% (not as bad as expected)
 - ii. Eric will continue to build and grow Intl Initiatives
 - iii. Eric says he has a replacement picked out for when he rolls off.

X. Membership

- a. Membership Totals - Comparison YTD (11/19/24)

- b. College/University - 351 (-13%)
- c. High School - 367 - (+20%)
- d. Misc - 85 (+9%)
- e. Total - 803 (+4%)**
- f. **RootEd Advisors are considered "Not-for-Profit" organization professionals = 64 (included in the Misc total)*
- g. Membership has concerns about joining and renewals for RootEd

MSCA Update - Mary G.

-Raffle Basket Winner - Joyce Everett (Osage County R-II)

-Shared hospitality suite with Missouri Association of Career Services (MACS) and South Central MSCA

XI. Professional Development

- a. Tools of the Trade numbers: 31
- b. STL CUBE
- c. KC CUBE: 50 Colleges/Universities, 71 High School Counselors
- d. Two Lunch & Learns were held. Good attendance for the September event. Working on Spring calendar/topics and speakers
- e. Perspective Dates/Survey Info
- f. Have event before Labor Day
- g. STL - People loved having the college fair be "accessible" during the speeches portion of the event
- h. KC: Conflict with Kauffman caused the fair to be too short
- i. Editable update packet - Paula Ake wants to help
- j. Next Year's Dates and locations for CUBE and TOOLS are TBD
- k. PDC chairs need the bid contract forms from previous chairs to hopefully secure zero bid

XII. Spring Conference

- a. **Exhibitor & Sponsorship Update** (11/12/25):
- b. MU Maestro Level: \$3,500
- c. Nebraska Wesleyan: Balcony Level \$1,000 (sponsoring Wi-Fi)
- d. Varsity Marketing: Exhibitor/Sponsor Only \$500 + Additional Exhibitor/Sponsor \$250
- e. Sponsors asked about sponsoring business meeting for conference. Board expressed concerns with taking time from meetings.

- f. You are all welcome to submit session proposals. Session proposals are open and the deadline to submit is February 2, 2026. Session proposal priority deadline is January 16, 2026.
- g. Sydney will send EAs roster lists to be verified periodically to confirm membership status for conference rates.

Registration Update:

- h. Currently have 54 attendees registered (11/13/25)
- i. 18 MOACAC
- j. 35 GPACAC
- k. 1 both
- l. Keynote Speaker will be Christal Watson, KC, KS Mayor

XIII. Technology

- a. Working on organizing files in Memberclicks
- b. Open to requests! – MC ads? Is this something we want to pursue? If so, it is something we need to discuss with MC help team. (After discussion, it is not something we want to do currently.)
- c. Kelli wants to pursue options for Slate over Memberclicks
- d. Shelley suggested we organize folders in Memberclicks by committee to make sure we have everything we need.
- e. Phil reminded everyone to keep all work you do for MOACAC in our account for recordkeeping purposes
- f. Joann reminded all board members that when information is shared with you via Google, you must be logged into your MOACAC account to access it. (Please don't ask for access through your personal Google account.)

XIV. Treasurers' Report

Checking: \$27,579.15

Money Market: \$157,308.22

Short Term Investments (CDs, Bonds, Scholarship Account): \$208,253.14

Long Term Investments (Stocks, Bonds, Non-US Stocks, etc.): \$467,069.76

Total Assets: \$860,210.27

Assets moved from Edward Jones to Commerce Bank (LPL Financial Group)

- a. Ed Jones-We were losing 1.3% of all investments in fees, LPL offered us 1.12%
- b. Form 990 was emailed to MOACAC Exec Board Emails
- c. Investment Income increased 12K in 2024
- d. Revenue decreased by 54K (Contributed to the fact that we were a single conference)

- i. Expenses also decreased by about 50K
- e. Revenue Less Expenses we are 2K lower than last year
- f. Beginning of Current Year to End of Year in 2024 we increased our total assets by almost 100K.
- g. At our current rate of growth MOACAC will hit 1 million in assets by end of 2026

XV. New Business

- a. Question about our financial obligation to NACAC. Kelli stated will create an MOU for our two LACs regarding expenses for the event and those expense amounts being capped.
- b. Logo redesign for MOACAC prior to NACAC 2027 – We have discussed options to hire out a graphic designer to do this (a contest, hire out, students, etc.) There was strong interest in having college students submit entries. It was also expressed that we should open it up to membership and HS students (of member institutions). It would be nice to have it run 2nd semester (25-26) and have a winner chosen by 2026 conference. Amanda, Ebony, and Sydney will work together on branding and then investigate how to set up the contest rules and how to get the information out to the member institutions.
- c. Nominations – should open in December and close in mid-January so decisions on President-elect and Treasurer-elect can be made along with awards.

Meeting adjourned at 1:31pm