

MOACAC Membership Meeting Minutes
NACAC Conference 2024
Los Angeles, CA
September 26, 2024

- I. **President's Report** (Shelley Gerringer)
 - A. Exciting Changes this Year in PD (Lunch & Learn, RCF Ad Hoc Committee)
 - B. New College Fair Grant Initiative
 - C. We continue to offer grants for membership, RCF transportation, and conference
 - D. We will have two open board positions for this year:
 - 1. IAS (two available positions)
 - 2. Technology (one position available)
- II. **Past President's Report** (Teresa Haney)
 - A. Edward Jones account update
 - B. Update on mentoring program
 - C. Will be soliciting nominations (self or others) for President-elect and Treasurer-elect positions so look for those coming soon
- III. **Admission Practices** (Kyle Johnson-not present)
 - A. Offered Ethical Dilemmas session at spring conference 2024
 - B. Small committee is forming to offer more admission practices discussions virtually and in person
- IV. **Bus Tour** (Anna Whitlow-not present)
 - A. MOACAC bus tour took 18 public, private, and independent counselors on the road to Indiana for four days in June 2024
 - B. Schools included: Rose-Hulman, Purdue, Notre Dame, Indiana U-Indianapolis, Indiana University-Bloomington, DePauw, and Indiana State
 - C. Feedback: "We saw a great range of schools and the schedule and map was well-designed to maximize our time" and "very well planned, very informative, fun group, great accommodations!"
 - D. Next summer will be the Show-Me Missouri Tour showcasing Missouri universities and colleges to counselors from OUTSIDE our state. Stay tuned!
- V. **College Fairs** (Kristin Roop-present; Abby Klinckhardt-not present)
 - A. Fall fair requests/scheduling/calendar updates = streamlined with new parameters!
 - B. Fall RCFs > increased total number; goal to consolidate smaller/rogue fairs
 - C. Partnership with StriveScan
 - 1. Airtable college fair calendar with two views: calendar and chronological
 - 2. RCF registration portal
 - 3. More students scanning
 - D. Spring fair registration timeline
 - 1. RCF at Maryville in STL on Sat, April 12, 2025. KC date/location TBD.

2. Sanctioned spring fair request form is live through Nov. 1.
 3. Spring calendar releases by Dec. 2.
- E. Ideas for continued fair calendar simplification
- F. College fair access grant

VI. **Communications** (Ebony Sistrunk-present)

- A. Refreshed look and feel to the newsletters and updates
- B. Continuous strong engagement with newsletters and updates
- C. Increased interest in the Members of MOACAC feature
- D. 2 new additions to the monthly newsletter:
 1. Counselor Resource Toolkit
 2. Cool Things We Do
- E. New Ad Purchase Policy

Area(s) Needing Special Attention:

- Social media platforms

VII. **Government Relations** (Katie Vargas-not present)

- A. 102nd General Assembly Legislative Recap: January 4th, 2024-May 30th 2024
(Bills related to our work that passed into Law):
- B. [SB727](#)- Creates & modifies provisions relating to elementary & secondary education, including: MO Empowerment Scholarship Accounts Program, minimum school term, charter schools, elementary student literacy, MO Course Access & Virtual School Program, Family Paced Education, school board vacancies, weighted average daily attendance, early childhood programs, small schools grants, minimum teacher's salary, compulsory school attendance/school attendance officers, recovery high schools, teacher certification, hard-to-staff schools & subject areas, teacher education programs, the Career Ladder Program, PSRS/PEERS working after retirement, teacher recruitment & retention scholarship program
- C. [HB3](#)- Appropriates money for the expenses, grants, refunds, and distributions of the Department of Higher Education and Workforce Development. Passed, w/ partial Governor **vetoed** in the following areas:
 1. \$1 million allocation for the Returning Heroes Program – expectation is for higher education institutions to continue to assume the associated costs
 2. \$1.3 million from the expansion of the MO State-West Plains Nursing & Allied Health Program
 3. \$5 million from the University of MO's Agricultural Extension Service
- D. [HB2287](#)- Modifies provisions related to the virtual school program
- E. [HB2002](#)- Appropriates money for the expenses, grants, refunds, and distributions of the State Board of Education and DESE. Passed, w/ partial Governor **vetoed** in the following areas:
 1. \$1 million from the Missouri Career Advising Program
 2. \$250k for homeless student impact centers
 3. \$3 million for middle school STEM intervention program
 4. \$50k from the summer enrichment program
 5. \$100k for a teacher recruitment & retention organization
 6. \$250k for a non-profit computer training technology & robotics program
 7. \$10 million from the DESE Federal Emergency Relief 2021 Fund
 8. \$700k for a turn-key STEM-focused program

9. \$100k for a teacher residency program
10. \$100k for a literacy enrichment program
11. \$10 million for the Close the Gap Program

*****SAVE THE DATE: LEGISLATIVE DAY IS FEBRUARY 25, 2025 IN JEFFERSON CITY, MO**

- VIII. **Inclusion, Access, and Success** (Janiece Jones-present; Russell Brannen-present)
- A. Braxton 2024 Awards went out to 5 deserving students
 - B. New email for questions regarding scholarships or events is IAS@moacac.org
 - C. Goals for 2024-2025 include
 1. Establishing an event (or set of events) to support access to higher education in Missouri
 2. To research ways to track and establish a protocol for a renewable scholarship
 - D. Need 2 new IAS Exec Board members
- IX. **International Initiatives** (Eric Steere-present)
- A. 2024 MOACAC International Student Scholarship awarded to Kimberly Cruz, who graduated Ritenour High School and is attending STLCC-Forest in pursuit of a business degree and an eventual MBA:
 1. "Being a first-generation college student, I can't just go and ask my mom. I have no family members that have gone to college. But Ms. Noonan (Counselor) has been giving a lot of advice, and my friends and I are helping each other...I would like to thank you guys for the help I will receive. And for all of the things you are doing to help students like me. You are helping a lot of people and It means a lot" - K. Cruz
 - B. Upcoming Event: "Supporting International Students in our High Schools" - Workshop with Victor Thomas (WashU) as well as a series of presentations and seminars on International University Pathways planned for the Spring.
- X. **Membership** (Emily Diaz-present; Chad Sisk-not present)
- A. Working with Presidents/Treasurers/EA/PDC/College Fairs to increase access to membership in MOACAC
 - B. Membership Discount Code for qualifying counselors
 - C. TOTAL MEMBERS: 743
 1. College/University Reps: 391
 2. Secondary Counselors/Consultants: 283
 3. College Students/Faculty Members: 5
 4. Independent/Retirees: 2
 5. For-Profit Organization: 9
 6. Not-For-Profit Organization: 53

Data collected on 9/16/2024
 - 7.
- XI. **Professional Development** (Katy-Jane Johnson-not present; Emily Sachs-present)
- A. **Tools of the Trade** 42 new college admission counselors attended and we had an incredible lineup of 21 different speakers who presented on different topics from Generation Z, College Fair Etiquette, Increasing Access, Affordability and Competition for Missouri Students.

- B. Tools of the Trade: August 7-8, 2025 looking for a host site in Central Missouri!
 - C. **Kansas City CUBE** 51 colleges/universities presented and 65 high school counselors attended at Rockhurst University
 - D. **St. Louis CUBE** 58 colleges/universities presented and 150 high school counselors attended at Lindenwood University
 - E. The first MOACAC **Virtual lunch & learn** was a success! We had over 30+ high school counselors login and participate
- XII. **Spring Conference** (Amanda Henry-present; Elizabeth Kirby-not present)
- A. 2025 Conference at Sheraton Westport Chalet in St. Louis area
 - 1. Theme - "The Marvel of MOACAC: Unleashing Your Superpower"
 - 2. Keynote - Rob Franek from Princeton Review
 - 3. Timeline for proposals - coming soon
 - B. 2026 Conference Location TBD but it will be in KC - Joint Conference with GPACAC
- XIII. **Technology** (Phil Layfield-not present; Nate Jacobs-not present)
- A. **Google Workspace** is now up and running!
 - 1. Please make sure you have set up your email forwarding
 - 2. Please make sure you have moved your files over to your MOACAC Google Drive
 - 3. Please reach out if you need help!
 - B. **Website updates** are available upon request!
 - 1. Please check the pages relevant to your role, and reach out if edits are needed!
 - C. **Reminder:** users must be registered members who have paid the membership fee in order to register for MOACAC events!
 - 1. We've gotten several emails from people saying they can't register for our events, and all have either never been paid MOACAC members or have lapsed memberships. If you hear someone saying they have this problem, please ask them to check their status!
- XIV. **Treasurer's Report** (Mary Giunta-present; Blake Huster-present; Jill Duncan-not present)
- A. Checking - \$185,073.43
 - B. Money Market - \$26,324.36
 - C. Edward Jones - \$539,529.66
- XV. **New Business**
- A. None proposed