



# Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

SPRING 2011 EDITION

## MESSAGE FROM THE PRESIDENT

*Claire Dickerson*



Dear Colleagues,

I would wager that Drew Griffin and the Conference Planning Committee are offering a fantastic spring conference 2011, "All Bets

on a Bright Future," April 10-12 at the Four Seasons Hotel in downtown St. Louis. There are a number of winners planned for this year's conference including the introduction of a new MOACAC-sponsored scholarship program. If you have not registered for the conference and would like to attend, we welcome on-site registration.

The 2010 NACAC conference in St. Louis also proved a winner. The MOACAC affiliate celebrates the success of the national conference in St. Louis last fall. Many high school and college professionals have stated that the conference was the best one they had attended. Thank you to our members who volunteered countless hours in making the conference a sensational experience for all. The MOACAC budget remains healthy and allowed us to support the NACAC conference as well as our new scholarship.

Spring reveals new beginnings, and we are pleased to report several for our organization: MOACAC's incorporation and Federal income tax status under section 501 (c) (3) of the Internal Revenue Code, and our new website, MemberClicks.

Articles of Incorporation, 501 (c)(3) tax-exempt status, Revised IRS Form 1023 and Exhibits—what does all of this mean? It is important to establish MOACAC as a corporation primarily for liability reasons. As a corporation, the law treats MOACAC as a legal entity that is separate and distinct from the Executive Board and members. Because the

nonprofit corporation is a separate legal entity, it may incur its own debts and liabilities. These debts and liabilities will be the debts and liabilities of the nonprofit corporation, rather than those of the nonprofit corporation's board and members. Thus, the corporate form shields the MOACAC Executive Board and members from liability for the organization's debts and liabilities. As of August 11, 2010, the Missouri Association for College Admission Counseling incorporated, and "it is entitled to all rights and privileges granted corporations organized under the Missouri Nonprofit Corporation Law." Following incorporation, we underwent an intermediate phase in which we prepared and applied for a new MOACAC tax identification number by submitting our bylaws and gathering data from the Executive Board members. The final phase required applying for MOACAC's recognition from the Internal Revenue Service as a charitable organization. On March 1, 2011, the IRS recognized MOACAC as a Section 501 (c)(3) organization, and, therefore, we are a tax-exempt corporation.

Outreach continues to part of our strategic plan to increase representation from urban and rural areas. We are pleased to announce a new professional development opportunity, the College Counseling Institute for High School Counselors. We will reap numerous benefits from our new MemberClicks website including registration and payment online for conferences, college fairs, and special events.

As I pass the reigns to Drew Griffin, I encourage this immensely talented and creative group to get involved with MOACAC. High school volunteers are needed for the Professional Develop-

*Continued on next page...*

*Inside  
this Issue*

2011 MOACAC Conference..... 3

PDC Opportunities..... 5

Treasurer's Report..... 4

New MOACAC Bylaw Info..... 6



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## MESSAGE FROM THE PRESIDENT

*Continued from previous page...*

ment Committee, and both high school and college volunteers are needed for Membership and especially the National College Fair Committee. One final note about membership: Did you know an entire counseling department is eligible to join MOACAC for a flat fee of \$35, and an entire admissions office may join for just \$75? What a bargain! In joining MOACAC, members are offered the following professional development opportunities and programs over the next few months.

**May 24, 2011**, 12:00 p.m. to 2:00 p.m.: Professional Development Committee Meeting (high school volunteers needed; contact Karen Verstraete, Verstraete.karen@wgmail.org)

**June 1, 2011:** Renew your MOACAC Membership

**August 3, 4, and 5, 2011:** 2011 Tools of the Trade (for admission counselors)

**September 1, 2011:** 2011 CUBE in St. Louis

**September 2, 2011:** 2011 CUBE in Kansas City

**October 14, 2011:** College Counseling Institute for High School Counselors

**October 16, 2010**, 12:00 p.m. to 3:00 p.m.: St. Louis National College Fair; St. Louis University's Simon Recreation Center

Thank you for the opportunity to lead MOACAC this year. It has been a pleasure serving our organization. I hope to see all of you at the spring conference.

## MEMBERSHIP COMMITTEE REPORT

Nicole Buesse & Kyle Johnson

May 31st signals the end to the 2010-11 membership year for MOACAC. We are pleased to report that as of April 1st, our membership numbers are as follows:

### 2010-11 MOACAC MEMBERSHIP

High School: 208	Other: 2
College: 394	<b>Total: 604</b>

These numbers place us above total membership for the last two years! The membership application for the 2011-12 membership year will be available mid-May for all those looking to renew before the fall and guarantee continued access to all the tremendous benefits of MOACAC Membership. The new website with its range of features will allow us to process applications and payments online (including credit cards!) and to send out renewal email blasts throughout the fall assuring that each member remains informed on the status of their membership within the organization. Finally, the membership committee would like to thank each of you for your understanding and support this school year. The technology transition greatly impacted our operations this membership cycle but next year promises to operate with much more ease!

## 2011 MOACAC ANNUAL CONFERENCE



### ALL BETS ARE ON!

The 2011 MOACAC Spring Conference is quickly approaching! Don't miss your chance to network with other professionals, learn new strategies and techniques, and develop new initiatives that will benefit your campus and students. You can still register online today at [www.moacac.org](http://www.moacac.org).

### CONFERENCE PREVIEW

You definitely don't want to miss the Conference Welcome and Keynote Speaker, Sunday evening, April 10. Judge Jimmie Edwards, founder of the Innovative Concepts Academy in St. Louis, will be our Keynote Speaker. Come and hear how he has changed the lives of countless students. After that, try your luck in our "MOACAC Casino" at the Conference Social.

Some of the conference session topics include:

Enjoy the luxurious accommodations of the Four Seasons Hotel, the only five-diamond hotel in St. Louis. When not attending sessions, relax in the spa, swim laps in the pool, work out in the rec center, or for a real thrill, step next door to the Lumiere Casino (accessible from the 2nd floor of the hotel).

When arriving to the conference, park in the hotel/casino parking garage. Hotel check-in is on the 8th floor. However, conference check-in will be on the 6th floor. One-day parking passes will be available at the conference registration table upon request. To make hotel reservations or for driving directions, log on to [www.fourseasons.com/stlouis](http://www.fourseasons.com/stlouis).

The conference planning committee has worked tirelessly to make this conference experience the best! We hope to see you April 10th-12th at the Four Seasons Hotel in St. Louis for the 2011 MOACAC Spring Conference!

### 2011 CONFERENCE SESSIONS

- Gamble on a Graduate Degree
- Don't leave it to Beginner's Luck: Ace your Rookie Year!
- Is the Grass Really Greener?
- They Didn't Teach That in Grad School: An Introduction to College Counseling for High School Counselors
- How to Search the Right Students
- Betting Student Futures on a Community College
- Helping Students Shuffle the Deck of College Choices: A Near-Peer Access Model
- Hit the Jackpot with Non-Traditional Students!
- What to do when the 'house' beats you? Managing Accommodations Appeals with ACT and College Board
- Recruiting Your Own Faculty





## TREASURER'S REPORT

Andrew Wright

At the end of March, MOACAC had \$51,668.54 in our checking account, compared to \$54,949.42 at the end of March, 2010. Our money market (savings) account had \$44,393.10 compared to \$44,172.56 at the end of March, 2010.

Through the first nine months of this fiscal year, we have net revenue of \$5,285.22. Last year, through the first nine months, our net revenue was \$16,206.75. As mentioned in the last newsletter the big difference between this year and last year are three "out of the ordinary" expenses, which amounted to \$16,713.46.

Those expenses include the rollout of the new website (approximately \$4,400), being the host site for the NACAC National Conference (approximately \$7,700) and MOACAC's incorporation (approximately \$5,000). The three expenses listed amount to approximately \$17,100, which more than accounts for the nearly \$11,000 difference between this year and last year.

If anyone ever has questions about MOACAC's finances, contact Andrew Wright.

### TREASURER'S REPORT AT-A-GLANCE

*As of 3/31/11:*

Checking Account            \$51,668.54  
Money Market                \$44,393.10

**TOTAL                            \$96,061.64**

*Last year, as of 3/31/10:*

Checking Account            \$54,949.42  
Money Market                \$44,172.56

**TOTAL                            \$99,121.98**

## NEWS AND NOTES

Missouri State University has welcomed three new employees to our recruitment staff since January. We are proud to introduce **Ms. Priscilla Ayala, Ms. Kristin Roop** and **Ms. Natasha Winston**. All are graduates of MSU and have been heavily involved in student organizations. Kristin is our admission counselor traveling southeast Missouri and northern Arkansas. Priscilla and Natasha are our Admission Counselors for Diversity Outreach and Recruitment. Priscilla will focus on western Missouri primarily in Kansas City and select schools in southwest Missouri while Natasha's focus will be in eastern Missouri primarily in St. Louis. MSU is for-

tunate to have each new recruiter and the wealth of experience and enthusiasm they bring to our office. To learn more about or to contact Kristin, Priscilla and Natasha, click on their website links at [www.missouristate.edu/admissions/admissioncounselors.htm](http://www.missouristate.edu/admissions/admissioncounselors.htm)

Do you have additions, changes or news in your office to report to the *Missouri Messenger*? You are welcome to submit entries for "News and Notes" to the editor, [henningh@missouri.edu](mailto:henningh@missouri.edu).

## PROFESSIONAL DEVELOPMENT UPDATES

Jamie Staggs & Karen Verstraete

### 2011 TOOLS OF THE TRADE

#### ATTENTION NEW ADMISSIONS COUNSELORS!

This year the Missouri Association for College Admissions Counseling (MOACAC) and the Great Plains Association for College Admission Counseling (GPACAC) will be co-hosting the annual Tools of the Trade workshop on August 3rd, 4th and 5th. The workshop is designed to inform and inspire new admissions counselors just getting started in the field. The workshop will include informative sessions, networking opportunities and a little fun too. The Kansas City Art Institute was awarded the bid to be this year's host site. Arrangements have been made for attendees to stay at the Holiday Inn at the Plaza for a discounted rate. Evening activities will include a Kansas City Royals baseball game and a visit to the vibrant downtown Power & Light district. Registration will be available at [www.moacac.org](http://www.moacac.org) beginning May 1st. The registration fee will be \$100 per person

and cover meals, materials and entertainment. We encourage admissions counselors with less than one year of experience to attend. Please contact Jamie Staggs at [jj-staggs@wiu.edu](mailto:jj-staggs@wiu.edu) if you have additional questions. We hope to see you there!



### NEW "COLLEGE COUNSELING INSTITUTE FOR HIGH SCHOOL COUNSELORS" TO DEBUT IN OCTOBER

The PDC is excited to announce a new professional development opportunity for high school counselors entitled "College Counseling Institute for High School Counselors". This one-day event is intended for both beginning and more experienced high school counselors in Missouri who want to learn more about college counseling. Our goal is to provide participants with great information, ideas, and opportunities to share with other counselors as they prepare to better

serve their students' post-secondary planning needs. The date is set for Friday, October 14, 2011, from 9:00 a.m. – 1:30 p.m. at Webster Groves High School, 100 Selma Avenue St. Louis, MO 63119. Registration and further details will be available soon. For more information or if you'd like to volunteer to help with this initiative, contact Karen Verstraete at [verstraete.karen@wgmail.org](mailto:verstraete.karen@wgmail.org), or at (314) 918-4130.

### UPCOMING PROFESSIONAL DEVELOPMENT OPPORTUNITIES

2011 Tools of the Trade Conference  
 Kansas City Art Institute - Kansas City, Mo.  
 Wednesday, August 3 - Friday, August 5, 2011

College Counseling Institute for High School Counselors  
 Webster Groves High School - St Louis, Mo.  
 Friday, October 14, 2011



## NACAC CONFERENCE 2011



Mark your calendar for NACAC's 2011 national conference in New Orleans, LA, September 22-24, 2011. Registration and conference information is available at [www.nacacnet.org](http://www.nacacnet.org).

If you are interested in volunteering to assist with the national conference, complete the "Call for Volunteers" form available at [www.nacacnet.org](http://www.nacacnet.org).

## REVISED MOACAC BYLAWS

Claire Dickerson

The MOACAC Bylaws with recommended revisions are available for your review on our website, [www.moacac.org](http://www.moacac.org). As a reminder, please take this opportunity to review the proposed changes prior to the MOACAC Conference Business Meeting on April 11, 2011. All highlighted changes were recommended by NACAC during our affiliate review and also by our attorney during the incorporation process.

### IMPORTANT MESSAGE

Please review the revised bylaws available at [www.moacac.org](http://www.moacac.org) prior to our business meeting at the MOACAC conference, Monday, April 11, 2011.

## HAVE YOU CHECKED OUT THE NEW MOACAC.ORG?



Did you know MOACAC has a new, improved web site? If you haven't visited, check out the new site at [www.moacac.org](http://www.moacac.org).

Bonus! New and upcoming features include online registration for conferences and membership, and members only access.



## MOACAC I-70 SERIES SPRING COLLEGE FAIRS

The 3rd Annual MOACAC-sponsored "I-70 Series" college fairs are quickly approaching! High school counselors, tell your students they don't want to miss these upcoming fairs in St Louis and Kansas City.



### 2011 I-70 SERIES COLLEGE FAIRS

St Louis

Sunday, April 10, 2011; 1:00 p.m. - 3:00 p.m.  
Maryville University, Simon Athletic Center

Kansas City

Tuesday, April 12, 2011; 5:30 p.m. - 7:30 p.m.  
William Jewell College, Mabee Center

For questions regarding the fairs, please contact:

*St. Louis Liaison*

Chad Sisk; [siskchad@rockwood.k12.mo.us](mailto:siskchad@rockwood.k12.mo.us)

*Kansas City Liaison*

Scott Hill; [shill@barstowschool.org](mailto:shill@barstowschool.org)

## Missouri Messenger

The *Missouri Messenger* is a quarterly publication of the Missouri Association for College Admission Counseling. For more information on MOACAC, please visit [www.moacac.org](http://www.moacac.org).

Articles and submissions for the *Messenger* are welcome. Please contact the newsletter editor, Heather Henning -

[henningh@missouri.edu](mailto:henningh@missouri.edu).

