



Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

SUMMER 2011 EDITION



MESSAGE FROM THE PRESIDENT

Drew Griffin

Anyone in the field of education would agree we tend to organize our lives by the academic calendar (August-June), rather than the annual calendar (January-December). During that time we have

appointments, meetings, trips, carpools, soccer games, coursework, holiday gatherings, etc. Everything, and everyone, is vying for our attention and focus. And it seems rather than slow down, we just keep getting busier.

That is why I am so impressed with the members and leaders of MOACAC! As volunteers, we work hard to steer this organization in the right direction. No one is paid for their time, nor is it glamorous or glitzy. But, we could not function as an organization without those leaders who answered the call to serve the membership. We call upon the leadership to meet several times a year to make important decisions that affect this organization.

Most recently, we held the MOACAC Executive Board Retreat in Columbia, MO. The retreat gave us a great opportunity to get away and plan for the upcoming year(s). At the retreat, we met new board members elected during the 2011 Spring Conference. We spent two days discussing items and policies that affect all membership. Some of the items discussed and decisions made by the executive board were:

- Voted on new verbiage for the bylaws regarding for-profit institutions. As an organization, we do not permit proprietary institutions to be members. However, the bylaws did not include a clear statement on this policy. The bylaws will be amended to reflect this policy

and will be voted on at the membership meeting held at the 2011 NACAC in New Orleans.

- Voted to allow a student membership option for graduate students studying school counseling, higher education, and other related fields. The membership committee is putting together the details of this new membership category, but it should be ready for the next membership cycle.
- Voted to partner with GPACAC for a joint conference on alternating years for the next four years. The 2012 conference will be a joint conference in Overland Park, KS. Members of the executive board are looking into locations for the 2013 conference. The 2014 conference will be a joint conference with GPACAC. The hope is to finalize the next three years of conferences to help in budget and planning.
- Voted to outreach to counselors in the Northwest MO and Southeast MO areas by providing vans to the respective CUBEs this September. We will allow one van to each CUBE in order to help counselors from those areas attend.
- Voted to allow one free conference registration to be given away from attendees of the CUBEs and the Counselor Institute. The conference registration will be full-conference registration for a secondary counselor for the 2012 GPACAC/MOACAC Conference to be held in Overland Park, KS.

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MOACAC EXECUTIVE BOARD

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Technology

Michelle Palumbo, Fontbonne University

Erica VanBuren, St Louis Community College

MESSAGE FROM THE PRESIDENT

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- Discussed the possibility of hosting a new Spring college fair in Springfield, MO, similar to that of the I-70 fairs. This "I-44" fair would be the main Spring fair in the Springfield area, providing area Juniors/Seniors with college options. The College Fair committee is currently reviewing sites and logistics.

These were some of the many topics discussed at the retreat. As you can see, we were quite busy! I want to thank all of the executive board members who attended the retreat and who shared their thoughts and opinions as we work to make this organization better.

As members, thank you for your thoughts and suggestions to the executive board. As always, should any of you have questions or comments, feel free to contact me at president@moacac.org. Thank you for your time and service to this organization and let me know how we can continue to support you in your role in higher education.

We would love to see you in New Orleans for the 67th Annual NACAC Conference! Join us for the MOACAC Membership Meeting at Lucy's Retired Surfer Bar on Thursday, September 22nd!

NEWS AND NOTES

Jay Goff will leave his post as vice provost and dean of enrollment management at Missouri University of Science and Technology. He has been appointed vice president for enrollment and retention management Saint Louis University, effective August 15. Jay is credited for his work at Missouri S&T for raising the national academic profile of the student body and increasing enrollment by nearly 56 percent. At SLU, Jay will oversee Undergraduate and Graduate Admission, Student Financial Services, Student Educational Services, International Services and the Office of the Registrar.

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.



TREASURER'S REPORT

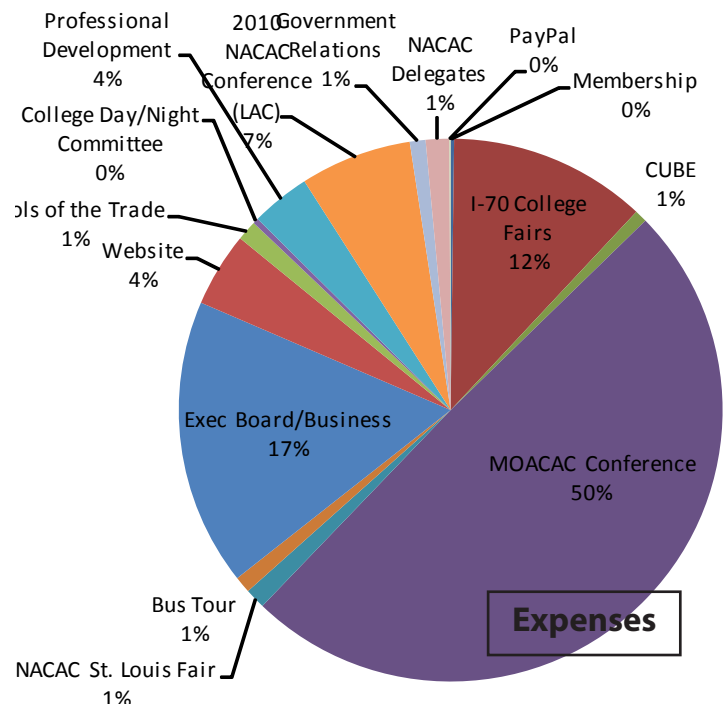
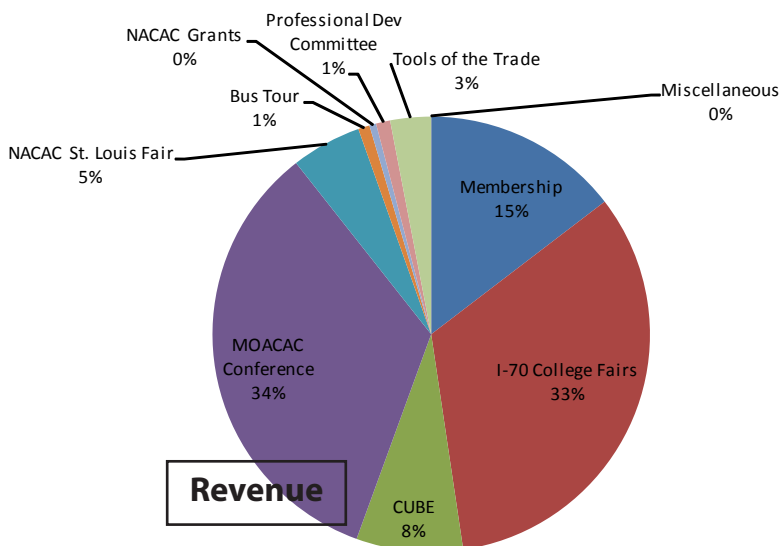
Andrew Wright

As you'll see from the information provided, this was a tough year for MOACAC financially. It's important to note that we did have significant one-time only expenses this year, which include: Incorporation (\$6,891.16), the roll out of our new website (\$3,373.62

– which doesn't include monthly costs), and hosting NACAC (\$7,721.86 for the Local Arrangements Committee). These costs add up to \$17,986.64.

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Source	Revenue	Source	Expense
Membership	\$13,859.85	Membership	\$240.00
I-70 College Fairs	\$31,469.10	I-70 College Fairs	\$13,699.44
CUBE	\$7,495.45	CUBE	\$861.22
MOACAC Conference	\$32,203.11	MOACAC Conference	\$57,628.17
NACAC St. Louis Fair	\$4,940.00	NACAC St. Louis Fair	\$1,410.00
Bus Tour	\$800.00	Bus Tour	\$1,149.20
NACAC Grants	\$475.00	Exec Board/Business	\$19,923.95
Professional Dev Committee	\$1,000.00	Website	\$5,167.02
Tools of the Trade	\$2,864.10	Tools of the Trade	\$1,392.84
Miscellaneous	\$0.22	College Day/Night Committee	\$382.41
		Professional Development	\$4,109.45
		2010 NACAC Conference (LAC)	\$7,721.86
		Government Relations	\$1,091.59
		NACAC Delegates	\$1,627.39
		PayPal	\$90.00
Total	\$95,106.83	Total	\$116,494.54
Net Revenue	-\$21,387.71		





TREASURER'S REPORT

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Additionally, while our annual conference was a wonderful experience for participants, we did receive lower than anticipated attendance and vendor revenue, while incurring higher than expected costs. This resulted in a net loss of approximately \$25,000. The Executive Committee met during the retreat to discuss this and we feel we can avoid such losses on the conference in the future.

All in all, MOACAC remains financial strong, with over \$20,000 in our checking account (along with over \$3,000 in the PayPal account) and over \$44,000 in our money market account. Should anyone have questions regarding MOACAC finances, please contact me, andrewwright@missouristate.edu.

Expenses		Banking Info	
Professional Development		Checking	
GWI Conference - Jul	\$212.40	Checking Balance 6/30/10	\$47,741.02
2010 LDI - Jul	\$1,345.10	Checking Balance 6/30/11	\$20,532.49
GWI Conference - Sept	\$499.60	Net Difference	-\$27,208.53
President's Council - Jan	\$468.40		
President's Council - Mar	\$764.17	Average month end balance	\$34,785.86
President's Council - May	\$634.78	Lowest month end balance - 6/30/11	\$20,532.49
2011 LDI - Jun	\$435.00	Highest month end balance - 4/29/11	\$57,283.58
	\$4,359.45		
		Historical perspective:	
Exec Board Business		Checking Balance on 6/30/05	\$43,311.95
2010 Retreat (meals, travel, hotel) - Jul	\$1,533.23	Checking Balance on 6/30/06	\$34,494.22
Imagine Fund Contribution- Jul	\$1,000.00	Checking Balance on 6/30/07	\$28,448.88
Tax mailing- Jul	\$26.39	Checking Balance on 6/30/08	\$13,263.66
Money Market Contribution - Aug (from checking)	\$100.00	Checking Balance on 6/30/09	\$33,478.06
Membership meeting at NACAC - Sept	\$2,451.48		
Membership meeting at NACAC - Oct	\$143.56	Money Market	
Tax preparation - Nov	\$2,945.00	Money Market Balance 6/30/10	\$44,205.61
Eboard meeting (travel, meal) - Nov	\$363.91	Money Market Balance 6/30/11	\$44,417.02
Incorporation services - Dec	\$5,025.00	Net Difference	\$211.41
Insurance - Dec	\$1,876.00		
Incorporation fee - Jan	\$850.00	Average interest earned per month	\$11.09
Eboard meeting (meal) - Feb	\$136.92	Lowest monthly interest earned - 2/28/11	\$10.21
Service charge - Feb	\$3.80	Highest monthly interest earned - 11/30/10	\$11.60
Eboard meeting (travel) - Mar	\$355.02		
Service charge - Mar	\$1.50	PayPal	
Service charge - Apr	\$1.35	PayPal Balance on 2/24/11	\$0.00
Incorporation services - Apr	\$1,016.16	PayPal Balance on 6/30/11	\$2,404.22
Get Set for College newspaper - Apr	\$350.00	Net Difference	\$3,347.61
Debit adjustment - Apr	\$40.00	Amount transferred to Checking	\$9,000.00
Service charge - May	\$1.50	Net Revenue through PayPal	\$12,347.61
2011 Retreat (meals, hotel) - Jun	\$1,453.13	Total Transaction fees	\$372.39
	\$19,673.95	Total Service fees	\$90.00



TOOLS OF THE TRADE 2011

Jamie Staggs

Attention new admission counselors...

Go to www.moacac.org to register for Tools of the Trade today!

This year MOACAC and the Great Plains Association for College Admission Counseling (GPACAC) will be co-hosting the Tools of the Trade workshop. This workshop is designed to inform and inspire admissions counselors just getting started in the field. The agenda includes informative sessions, networking opportunities and a little fun too. We encourage admissions counselors with less than one year of experience to attend.

TOOLS OF THE TRADE 2011

Location: Kansas City Art Institute

Dates: August 3-5, 2011

Register: www.moacac.org

Sessions Include: Public Speaking, Financial Aid for Admission Counselors, College Admissions 101, Knowing and Selling your Institution, Dressing for Success, Recruiting and Counseling Minority and First Generation Students, Getting Involved in MOACAC/GPACAC/NACAC and many more.

Lodging: Holiday Inn at the Plaza for a group rate of \$94 per night when reserved by July 22nd

Entertainment: Kansas City Royals Baseball game and visit Downtown Power & Light district

Costs: \$100 per person (covers meals, materials and entertainment)

Please contact Jamie Staggs at jj-staggs@wiu.edu if you have additional questions.

COLLEGE COUNSELING INSTITUTE

Karen Verstraete

Attention high school counselors...

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 8:30 am-1:30 pm at Webster Groves High School, 100 Selma Avenue St. Louis, MO 63119.

Register at <http://schools.webster.k12.mo.us/moacac/ccl>. For more information or if you'd like to volunteer to help with this initiative, contact Karen Verstraete at verstraete.karen@gmail.org or at (314) 918-4130.

COLLEGE COUNSELING INSTITUTE

Location: Webster Groves High School

Date: October 14, 2011

Register: <http://schools.webster.k12.mo.us/moacac/ccl>

2011 MOACAC SCHOLARSHIP WINNERS

MOACAC awarded two \$500 scholarships at this year's annual conference. Congratulations to **Michelle Ehrhard**, Incarnate Word Academy and **Maria Black**, Liberty High School. Michelle plans to attend Truman State University and Maria plans to attend the University of Missouri.

MOACAC VIDEO LIBRARY

Julie Kampschroeder

The Professional Development Committee received approval from the Executive Board to move forward on a project that will benefit students in rural, suburban and urban areas of Missouri. The project consists of all **college/university MOACAC members creating a three minute video** of their respective campuses. The video clips will be posted on the MOACAC website. In addition, the high schools are free to make copies to hand out to their students.

In order to keep the information uniform, PDC asks that each college include the following information somewhere on the video clip:

- Size of undergraduate, full time, day population
- Location and size of the town/city
- Public or Private; religious affiliation
- Cost including tuition for 32 hours per year (in order to graduate in four years)
- Please also include Room & Board, fees, books
- Largest majors
- Smaller majors that may be unique
- Athletic Association (NCAA or NAIA)
- Deadlines for admission & financial aid
- Website address
- Admission Phone Number

This information may be verbalized while still including video footage of your school. PDC challenges you to include as much information about your campus as possible in a three minute time period!

Direct questions to Julie Kampschroeder, Pattonville High School College Counselor, at jkampschroeder@psdr3.org. **The deadline for sending in your video clip via a jump drive to Julie is October 1st, 2011.** We hope to update the video database each year. If your budget is limited, this could be a great project for that office worker with great technology skills.



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.

Bonus! The new moacac.org now has online registration for events like Tools of the Trade. Register today and check out the new Members Only section -- available only to MOACAC members!

ALL BETS ON A BRIGHT FUTURE: CONFERENCE 2011 RECAP



The 2011 MOACAC conference was a great success! Congratulations to **Drew Griffin** and the conference planning committee for all of your hard work and preparation. Thank you to all who attended and participated. Congratulations to **Erica VanBuren**, **Heather Henning** and **Barbara Sams**, who received this year's MOACAC awards.

RISING STAR AWARD

The Rising Star Award is given to a MOACAC member who has been in the college admissions profession less than three years and has contributed to helping students by enthusiastic and professional involvement in the college admissions profession.

2011 Winner

Erica VanBuren, Truman State University



Erica VanBuren

PRESIDENT'S SERVICE AWARD

This award recognizes MOACAC members with more than five years' service who have provided strong and consistent leadership to MOACAC. The recipients are individuals who have dedicated much time to the association.

2011 Winner

Heather Henning, University of Missouri



Heather Henning and Claire Dickerson



Barbara Sams

PEGGY CLINTON MEMORIAL SERVICE AWARD

Peggy Clinton epitomized the true admissions professional, detail-focused and caring for the well being of the students with whom she worked. She was an active member of MOACAC during the '60s and '70s until she suffered a stroke in 1981. This award is bestowed upon an admissions professional who exemplifies the qualities that made Peggy so special.

2011 Winner

Barbara Sams, Saint Louis Priory School

NACAC CONFERENCE 2011



Don't miss your chance to volunteer at the 67th Annual NACAC Conference in New Orleans, LA, September 22-24. Having just hosted a conference, you know how important volunteers are to a successful event. If you are attending the NACAC Conference, please think about volunteering for a shift. Click [here](#) and volunteer today!

ALL BETS ON A BRIGHT FUTURE: CONFERENCE 2011 PHOTOS



MORE CONFERENCE PHOTOS!

Coming soon... Check out more conference photos at the MOACAC web site - www.moacac.org.



ALL BETS ON A BRIGHT FUTURE: CONFERENCE 2011 PHOTOS



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.

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

