



Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

SUMMER 2012 EDITION

MESSAGE FROM THE PRESIDENT



Nicole Buesse

For me, summer has always been a time to reflect on the school year that has passed and to prepare for the next year by brainstorming ideas and setting goals. May, June, and July all pass in the blink of an eye, and I find myself quickly back in the midst of the chaos that is the fall semester.

Summer finds your MOACAC Executive Board in nearly the same place- looking toward the 2012-2013 school year with new ideas in mind to better support our members and, ultimately, to help all students as they look toward higher education.

In recent weeks, your board participated in the annual Executive Board Retreat. During the two-day meeting, we took time to examine the MOACAC organization to determine where to go from here. The 2011-2012 year was a tremendous year for the organization; we saw new programs, new policies, continued financial stability, and technological advances. We hope to continue to support and further develop all that MOACAC currently does but also use our resources to grow and strengthen our voice within the state.

Here is a snapshot of items of significance from retreat:

- The Executive Board voted to move the membership year from June 1st – May 31st to July 1st – June 30th to better accommodate the budget years of member institutions. The new timeline will begin with the 2013-2014 membership year.
- The Executive Board will be looking to add more resources to our website, as well as develop targeted outreach for high school counselors to increase membership.
- MOACAC, in partnership with NACAC, will be holding the first NACAC Kansas City Fair in the fall of 2013.

Along with the new initiatives, we have also seen change. Ramon Blakley of Saint Louis University was elected to the office of President-Elect at the April Conference in Overland Park. During the months of April and May, Ramon worked hard to secure a site for our conference for the next three years and laid the ground work for the 2013 conference. With a legacy of hard work and dedication to the profession and the MOACAC organization, we were saddened when Ramon announced that, at the end of the summer, he and his family would be moving to Texas for a new job opportunity. This August, Ramon will be joining the admissions team at Texas A&M - Kingsville as the Director of

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MOACAC EXECUTIVE BOARD

President

Nicole Buesse, Fort Zumwalt North High School

President-Elect

Bart Tibbs, Missouri State University

Past President

Drew Griffin, University of Missouri – St Louis

Treasurer

Andrew Wright, Missouri State University

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Alicia Saunders, Central High School

Brad Starbuck, Missouri S&T

Erica VanBuren, Affton High School

Alternate Assembly Delegates

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Charlie Hungerford, Drury University

Admission Practices

Charlie Hungerford, Drury University

College Day/Night

Mark Clynes, McKendree University

Nicki Lucas, Grain Valley High School

Government Relations

Brad Starbuck, Missouri S&T

Human Relations

Julie Kampschroeder, Pattonville High School

Membership

Chad Sisk, KU School of Engineering

National College Fair

Aimee Foster, Saint Louis University

Michelle Palumbo, Fontbonne University

Professional Development

Susan Deppe, Millikin University

Karen Verstraete, Webster Groves High School

Publications

Heather Henning, University of Missouri

Technology

Erica VanBuren, Affton High School

PRESIDENT'S MESSAGE, CONTINUED

Admissions, and we wish him all the best.

With Ramon's departure, the Executive Board has elected a new President-Elect. Long-time board member Bart Tibbs of Missouri State has now stepped into the role. We are thrilled to have Bart back on the Executive Board and look forward to all he will bring to this organization as a part of the presidential cycle.

This year, in addition to our annual conference scheduled for April 28 through 30 in St. Louis at the Sheraton Westport Lakeside Chalet, we have a lengthy list of programming :

- Tools of the Trade - August 1st through 3rd at Ranken Technical College in St. Louis, Missouri
- Kansas City CUBE - September 6th at Avila University
- St. Louis CUBE - September 7th at Maryville University
- College Counseling Institute for High School Counselors - October 12th at Webster Groves High School in St. Louis, Missouri
- NACAC Conference - October 4th through 6th in Denver, Colorado

As we begin another fall of college fairs, recruitment events, and applications, I encourage you to contact me if you have any ideas or suggestions for the MOACAC organization via email at president@moacac.org. It is through your shared thoughts and support that we continue to grow as an organization each year.

Respectfully,
Nicole R. Buesse

NEWS AND NOTES

After 8 years at Saint Louis University, **Ramon Blakley** is relocating to South Texas, where he'll serve as Director of Admissions for Texas A&M University's Kingsville campus (TAMU-K). He and his family will reside in Corpus Christi, TX a short distance from the Gulf. Be sure and ask Ramon what a "Javelina" (HA-VAH-LEENA) is. Ramon's last day at SLU is July 23 and first day at TAMU-K is August 6, if you wish to contact him in the interim period, you can email him at blakleyr@gmail.com.

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
MOACAC Treasurer

At the end of June, which is the end of our fiscal year, MOACAC had \$47,956.44 in our checking account, compared to \$20,532.49 at the end of June, 2011. Our money market (savings) account had \$44,588.79 compared to \$44,417.02 the same time last year. Finally, our PayPal account had \$6,994.41 compared to \$3,347.61 at the same time last year.

Our combined assets are currently \$31,242.52 ahead of last year at this time, but only \$7,593.01 ahead of June, 2010. While the Executive Board did attempt

to tighten its belt and spend less this year, much of our increased assets can be attributed to not having the financial expenses related to the NACAC National Conference or Incorporation.

Financial analysts suggest that organizations such as MOACAC have a reserve (savings) that is between 25% and 50% of its annual operating budget's revenue. Based on that amount, MOACAC has an appropriate reserve (savings/budgeted revenue = 41.5%).

TREASURER'S REPORT AT-A-GLANCE

As of 6/30/12:

Checking Account	\$47,956.44
Money Market	\$44,588.79
PayPal	\$6,994.41
TOTAL	\$99,539.64

Last year, as of 6/30/11:

Checking Account	\$20,532.49
Money Market	\$44,417.02
PayPal	\$3,347.61
TOTAL	\$68,297.12

MOACAC MEMBERSHIP UPDATE

Chad Sisk
Membership Committee

At the end of the 2011-2012 membership year, MOACAC had a total of 623 active members. As of July 2, 2012, our active member count has already surpassed that and sits at 652 members! Thanks to all of you who have encouraged your colleagues to join MOACAC.

Now that we've had a full membership year to work out the bugs in the new membership application and renewal application, the membership application process should be much more efficient and user friendly. Of course, with new technologies come new problems. As issues arise, we (membership and technology) are working as quickly as possible to resolve them. Should you have a problem with your membership please contact membership@moacac.org and we will work to resolve the issue as soon as possible.

Recently, it was brought to our attention that many members were having difficulty renewing for the 2012-2013 academic year by the May 31st deadline because they were still in the 2011-2012 fiscal year. We've made a change in membership policy. Active MOACAC membership will run from July 1st of one year to June 30th of the following year. Your MOACAC membership will stay active until July 31st of each year in order to allow time to renew.

While membership is strong, we still encourage you to share the benefits of MOACAC membership with others who are not members. If you know someone who is interested in joining MOACAC, encourage them to visit www.moacac.org and complete the membership application. Of course they can also talk to Chad Sisk (csisk@ku.edu), MOACAC Membership Chair. Enjoy the summer!

ONE DREAM, ONE WORLD, ONE VOICE: CONFERENCE 2012 RECAP



One Dream, One World, One Voice

OVERLAND PARK, KS • APRIL 15 - 17, 2012

The 2012 MOACAC/GPACAC joint conference held in Overland Park, KS, was a great success! Congratulations to MOACAC's **Nicole Buesse**, GPACAC's **Karen Chen** and the conference planning committee for all of your hard work and preparation. Thank you to all who attended and participated. Congratulations to **Tina McNeil**, **Jamie Staggs** and **Julie Kampschroeder**, who received this year's MOACAC awards.



Drew Griffin and Tina McNeil

ISING 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.

2012 Winner

Tina McNeil, Columbia College

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.

2012 Winner

Jamie Staggs, Western Illinois University



Drew Griffin and Jamie Staggs



Drew Griffin and Julie Kampschroeder

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.

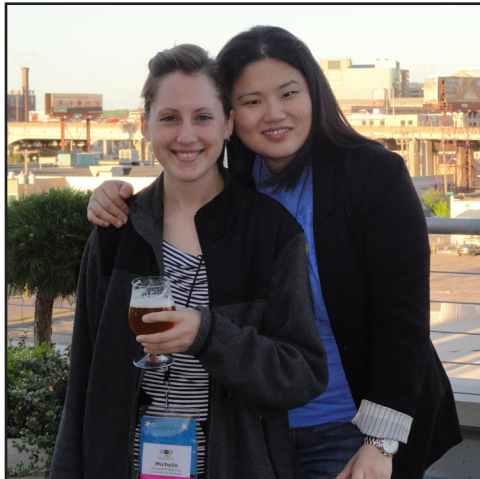
2012 Winner

Julie Kampschroeder, Pattonville High School



ONE DREAM, ONE WORLD, ONE VOICE: CONFERENCE 2012 PHOTOS



ONE DREAM, ONE WORLD, ONE VOICE: CONFERENCE 2012 PHOTOS

Check out more 2012 conference photos on MOACAC's Facebook page! Search for MOACAC and "like" our page to view photos, post messages and interact with other MOACAC members.



PROFESSIONAL DEVELOPMENT EVENTS

Susan Deppe

Professional Development Committee

TOOLS OF THE TRADE

ATTENTION NEW ADMISSION COUNSELORS! You're invited to attend the MOACAC 2012 Tools of the Trade workshop!

This workshop is designed to inform and inspire admission counselors just getting started in the field. The agenda includes informative sessions, networking opportunities and a little fun too.

Registration will be available at www.moacac.org beginning May 1st. We encourage admissions counselors with less than one year of experience to attend. If you have additional questions, please contact:

Susan Deppe, sdeppe@millikin.edu; or
Jamie Staggs, jj-staggs@wiu.edu.

TOOLS OF THE TRADE 2012

Ranken Technical College, St. Louis, Mo.
August 1-3, 2012

Sessions Include:	Ethics in Admissions, Public Speaking, Financial Aid for Admission Counselors, and many more
Entertainment:	Grizzlies baseball game and night out in the Central West End
Cost:	\$130 per person, including meals, materials, entertainment and lodging

CUBE CONFERENCES

Registration is available for the 2012 MOACAC College Connection Conferences (CUBE)!

Mark your calendars to attend. Colleges and universities from the surrounding region will give campus updates. There are two CUBE dates and locations to choose from, listed below.

Attendance is FREE for all high school counselors.

Colleges pay \$75 to attend each CUBE conference with one representative. If additional college representatives would like to attend, there will be an extra \$10 charge per person to help cover the cost of meals for the day.

Please register online at your earliest convenience at www.moacac.org. You will receive additional information after registering for the event.

CUBE CONFERENCES 2012

Kansas City
Thursday, September 6, 2012
Avila University

St. Louis
Friday, September 7, 2012
Maryville University



MISSOURI COLLEGE ADVISING CORPS

Beth Tankersley-Bankhead
Executive Director, Missouri College Advising Corps

The Missouri College Advising Corps (MCAC) is headquartered at the University of Missouri (MU) and is one of only 10 inaugural corps in the National College Advising Corps, now serving in 14 states. MCAC placed its first college advisers in fall 2008 and has now grown to serving over 26,000 students, grades 9-12, in 26 partner high schools statewide. College advisers are embedded full-time in the partner schools, work alongside school counselors and building leadership, and assist students with navigating the college planning process – working to assist students with enrolling in a “best-fit” postsecondary institution. MCAC is evaluated by a team headquartered at Stanford University. Outcome data demonstrate an average increase in college-going across all MCAC partner schools of 10.35 percentage points, as compared to a three-year baseline.

2012-13 PARTNER SCHOOLS AND COLLEGE ADVISER PLACEMENTS

Rural south central Missouri

Salem	Kelly Sample
St. James	Brittany Schlup
Potosi	Elizabeth Oliver
St. Clair	Erin O’Neil
Sullivan	DeAnna Anglin

Kansas City
Paseo
East
Northeast
Southwest
Central
Grandview
Van Horn
Raytown South
Ruskin
North Kansas City
Winnetonka

Juneall Lane
Moises Aguayo
Sonia Kim
Christyona Pham
Gerald McLemore II
Shantia Solomon
Megan Hinkle
Jen Nadler
Tiffany Segers
Julie Scroggs
Jared Launius

St. Louis
Jennings
Riverview Gardens
Ritenour
Soldan
Gateway
Normandy
McCluer South-Berkeley
McCluer
Bayless and Hancock

Alicia Smith
Khallilah Beecham
Jolene Hibler
Brittani Lewis
Darius Whitaker
Jeremy Ellis
Kofi Oyrifi
Shannon Julion
Caitlin Mundschenk

The next edition of the *Messenger* will be published after the NACAC conference in the fall. Look for a reminder and send your submissions to the editor.

Missouri Messenger

The *Missouri Messenger* is a 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 -

henningh@missouri.edu.

