



Missouri Messenger

A Publication of the Missouri Association for College Admission Counseling

SUMMER 2010 EDITION

MESSAGE FROM THE PRESIDENT

Claire Dickerson



Why is professional development important? Few venues offer the superb opportunities for augmenting one's professional repertoire as an organization's annual conference. With myriad

sessions offered, including traditional programming such as test preparation and college essays, there were also numerous sessions inspired by creativity and innovation. Additional sessions on career paths for admission officers, effective retention, motivating and training staff, and counseling first-generation college students proved popular and received rave reviews at this year's conference. We always have something new to learn in our profession, and professional development inspires and enhances by connecting both new and experienced MOACAC members. Few occasions bring everyone together to collaborate and network with others like the annual conference. The dates and location for next year's 2011 MOACAC conference will be released shortly, and we encourage all to mark your calendars and to join in this most worthwhile event.

On July 14-15, 2010, the MOACAC Executive Board will meet in Columbia, MO to develop a strategic plan to define this year's goals. One of our primary goals this year is to continue our work toward incorporation. NACAC has set a firm deadline of March 1, 2011, for documents regarding our affiliate status. Both federal and state laws affect the operation of MOACAC. When an organization such as MOACAC is established as a nonprofit organization, the law treats the organization as a legal entity that is separate and distinct from the board members and general membership. The corporation provides the shield of limited liability to board members and general

members from liability for the organization's debts and liabilities. There are several stages involved in this process. Chuck May, Senior Associate Director at the University of Missouri—Columbia and MOACAC Past-President, has done extensive work and completed a major piece required for incorporation by amending our bylaws and presenting the changes to the general membership for adoption at our annual conference. We plan to file the articles of incorporation with the State of Missouri this fall with the help of an attorney. Our accountant will address our IRS Notification of 501(c) 3 Status and IRS Form 990 for 2008. Once all the documents are completed, the incorporation should run smoothly. The Board will keep everyone apprised of our progress toward incorporation.

The mission of our association is to support and advance the work of counselors and admission staffs as they help students realize their full educational potential with particular emphasis on the transition from secondary schools to colleges and universities and with attention to access and equity for all students. In accordance with this mission, the Board will focus on two additional goals: updating our website and continuing our outreach efforts. The Board is planning to implement MemberClicks, an integrated website and membership software program. This program will allow us to build community among our members that is affordable and yet offers great flexibility to meet our needs. NACAC and a number of other affiliates are already powered by MemberClicks, and the feedback has been extremely positive. Advantages for MOACAC members will include online registrations, on-

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MESSAGE FROM THE PRESIDENT

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line payments, advanced surveys as well as multiple options from which to choose depending on our needs. Communication with our members is essential, and we believe MemberClicks offers the ease of use and affordability. There will be more to come on MemberClicks this fall.

A major goal of the 2010 conference planning committees was an outreach effort to encourage conference attendance for high school counselors throughout the state of Missouri and Illinois who have not previously or recently attended this conference. Fifty-eight high school counselors attended the conference as a result of this initiative. We believe relationships are critical and imperative in our work, and we fully expect that by coming together in a professional development community, we will all benefit from knowing each other as we learn strategies for effectively advancing our goals to support students. Mentoring and supporting new members of our community is an essential and critical aspect to success in demanding jobs. If you would like to get involved in support of our outreach efforts, please complete a Committee Application located on the MOACAC website (www.moacac.org). Terrence Andrews, Associate Director of Admissions at Maryville University, is chairing the Human Relations Committee. One aspect of the committee is to continue our work on outreach.

This year promises to provide numerous educational experiences to our members. Please plan on joining us this fall at the NACAC 2010 Conference in St. Louis from September 30 – October 2, 2010. Our Missouri ACAC Annual Membership Meeting will be held September 30, 2010, from 4:45 p.m. – 6:15 p.m. at the America's Center Convention Complex in Room 260. We are eager for our members to be an active and visible presence on both the national and state levels. To join a NACAC 2010 Conference Committee, go to the MOACAC website (www.moacac.org) and follow the instructions on the home page. If you are interested in serving on one of the MOACAC Committees (Admission Practices, Annual Conference, Government Relations, Human Relations, Membership, Professional Development, National College Fair, Publications, College Day/Night, and/or Technology), please go to our website, login, and click on the Applications tab.

TREASURER'S REPORT

Andrew Wright

As of 5/28/10:

Last year, as of 5/29/09:

Checking Account	\$46,074.89	Checking Account	\$32,193.57
Money Market	\$44,193.62	Money Market	\$44,036.03
TOTAL	\$90,268.51	TOTAL	\$76,229.60

Treasurer's Note:

With NACAC approaching, it is important to remember that MOACAC has budgeted \$20,000 to support the local arrangements committee.

UPCOMING MOACAC EVENTS

The Professional Development Committee would like to invite you to our upcoming MOACAC events...

TOOLS OF THE TRADE CONFERENCE

Registration for the 2010 Tools of the Trade Conference is now open!

This is a great conference for admissions professionals with less than one year of experience. We will cover topics such as financial aid, "Road Rules," ethics in the profession and admissions as a career.

This year's Tools conference will be Wednesday, July 28 - Friday, July 30, 2010, on the campus of Ranken Technical College in St. Louis, MO. The cost of this three day conference will be \$125 and includes all meals and lodging on Ranken's campus.

The Professional Development Committee is working hard to plan a great conference with new discussion and session topics and networking opportunities for

2010 CUBE CONFERENCES

Registration is also now open for the 2010 MOACAC College Connection (CUBE) Conferences!

CUBE is a great opportunity to get updates from colleges and universities throughout the state and region. MOACAC will host two CUBE Conferences:

Thursday, September 2, 2010

William Jewell College; Liberty, MO

Friday, September 3, 2010

Maryville University; St. Louis, MO

Attendance is FREE for all high school counselors. For colleges, registration is \$75 for each CUBE; \$150 for both. The registration fee covers the cost for one representative from each college or university. If additional representatives plan to attend, there is an added \$10 charge per person to help cover the cost of meals for the day.

Teresa Haney, Karen Verstraete



our new admissions counselors throughout the state. Register online at <http://semo.edu/admissions/toolsofthetrade.htm>. We look forward to seeing you there!

If you have any questions, please contact Teresa Haney at thaney@semo.edu or 573-651-5941.

Please register online at your earliest convenience at <http://semo.edu/admissions/cube.htm>. You will receive additional information after registering for the event. If you have any questions, please contact Teresa Haney at thaney@semo.edu or at 573-651-5941.



LEGISLATIVE UPDATE

Braxton Rethwisch

PATHWAYS TO COLLEGE ACT

Below is a letter from Congressman Todd Akin of the Second Congressional District regarding the Pathways to College Act. If you have not already, please take a few moments to help NACAC's effort to gain support for this important legislation.

As you read Mr. Akin's response, you will notice that he did not indicate whether or not he will support this legislation. His support may depend on the extent to which he feels his constituents, especially educators, feel about it. The same is true in your Congressional district.

I urge you to follow the simple steps to contact your member of Congress via NACAC's Legislative Action Center (<http://capwiz.com/nacac/issues/alert/?alertid=13459491>). The process is quick, it's easy, and it is highly effective. For those of us involved in the Government Relations efforts of NACAC--the Pathways to College Act is the crown jewel of our national legislative efforts.

With every good wish,
Braxton Rethwisch, Chairman
MOACAC Government Relations

Letter from Representative Todd Akin

Dear Braxton:

Thank you for contacting me regarding HR 2579, the Pathways to College Act. It was good to hear from you.

As you may know, Representative Timothy Bishop (D-NY) introduced this bill on March 21st of 2009. This legislation would authorize the Secretary of Education to award grants using federal dollars to local educational agencies with the hope of improving college access. This matter is currently being considered by the Subcommittee on Higher Education, Lifelong Learning, and Competitiveness.

I greatly appreciate your insight into the critical issues before the House of Representatives. While I do not serve on the subcommittee currently considering the bill, please know that I will continue to work for legislative solutions that prioritize the interests of Missouri taxpayers. To that end, I will keep your thoughts in mind if I should have the opportunity to consider this measure or related legislation on the House floor.

Again, thank you for taking the time to contact my office. Please know that I will continue to work for my fellow Missourians in the legislative matters I am able to address.

It is a privilege to represent you, and I hope that you will not hesitate to contact me regarding any matter where I might be of assistance. Please visit my website where you can find more information on current issues, share further thoughts with me via e-mail, and subscribe to my e-newsletter for updates on issues you care about.

*Sincerely,
Todd Akin
Member of Congress*

Renew your MOACAC membership!

It is time again to renew your MOACAC membership for the 2010-11 year. Membership gives you professional interaction with colleagues, access to our newsletter and listserv, and much more. Click [here](#) for a full list of membership benefits.

The MOACAC membership application is now available online at <http://www.moacac.org/applications.html>.

NACAC 2010 NATIONAL CONFERENCE HIGHLIGHTS

Beth Brasel, Todd Burrell & Barbara Sams
NACAC 2010 Local Arrangements Chairs



MEET ME IN ST. LOUIS

We can't believe it. In three short months, MOACAC will be welcoming more than 5000 NACAC members and guests to the 2010 NACAC National Conference. Your Local Advisory Committee (LAC) has been hard at work making sure that MOACAC is the perfect host. And, we are all very excited about what lies ahead for the conference attendees during their stay. Between the 38 individual or group college tours, the 100 education sessions, the almost 150 exhibitors, the featured keynote speakers and the social opportunities, Sept 30 - Oct 2, 2010, are going to be very busy days. We hope that you have made your reservations to join us all in downtown St. Louis. Included here are some highlights.

Surprises await...

Sssshhhh... it's a surprise! So, we can't really tell you what they are but don't miss the Opening Session because the St. Louis NACAC National Conference is sure to be talked about for years to come. NACAC and your LAC have been busy making sure that all of our guests feel most welcome.

We also are making sure that all attendees know that St. Louis and MOACAC both have something special!

Counselors' Preview Day

With numbers still coming in, MOACAC is already set to host more than 60 Missouri high school and community college counselors on Friday, October 1st during the Counselors' Preview Day. With the help of Illinois ACAC, we will also host another 40+ counselors from the other side of the mighty Mississippi. MOACAC has committed to sponsoring up

to 100 Missouri counselors who have never had the opportunity to attend a NACAC Annual Conference. The Counselors' Preview Day includes a full day of education sessions, a special luncheon including attendance gifts and special prize drawings, the College Fair with more than 400 college representatives, and an unparalleled opportunity to meet counselors from across the country...and world. So, if you are NOT a member of NACAC and have NOT registered yet, go to www.nacacnet.org and get your registration in as soon as possible.

Sessions

If you have already registered, you recently received an email asking you to select which session appeals to you the most during each time slot. Good luck narrowing it down to just 1 session in each time slot!! The sessions sound incredible covering topics ranging from career advice to counseling special populations to dealing with difficult people to managing the latest technology trends, and on and on. This year's sessions sound like they will really cover the gamut of what we all deal with each and every day.

Social

So we know that the real reason you are coming is because you can't wait to try out the 5 story slide at The City Museum. That's right... it's a 5 story slide. Round and round you go from the top of the building all the way to the bottom. What, you ask, is The City Museum. Well it's only one of the top places in the country. It's a privately owned museum that salvages building materials from historic buildings that are being torn down and transforms the materials into the ultimate playground. Believe us...everyone is going to enjoy being a kid again!



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NACAC 2010 NATIONAL CONFERENCE HIGHLIGHTS

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Blog

Having trouble falling asleep at night? Or, just want to be “in the know” about the hottest places to see, be seen, to eat and how to take full advantage of your time at the conference and in downtown St. Louis? Then, don’t miss the conference blog. We’ve slowed down in our postings lately but we’ll be picking up again by the end of July. You can find the blog on the conference website and then by clicking on the “social networking” button. Have ideas about what we should write about? Then, please send them to either Todd Burrell at tburrel@siue.edu or Barbara Sams at bsams@priory.org.



NEWS AND NOTES

Missouri State University wishes **Danielle Smith** and **Nina Walzer** the best of luck in their new adventures. After four years as an admission counselor, Danielle will be moving to Arkansas pursuing accounting positions and preparing for her wedding. She has always tried to provide students, parents and guidance counselors with the most accurate information possible to assist in the college selection process. We wish her the best.

Nina will be relocating to Texas as she starts to prepare for a future law career. She has done a wonderful job of providing personal attention to prospective Kansas City area students and has been willing to go the extra mile to assist guidance counselors in meeting the particular needs of their students. Her “I can make that happen” attitude will take her far. Good luck, Nina...

Two new admission counselors will start their careers early July. **Mr. Brett Gains** and **Ms. Alicia Karle** both received their undergraduate and graduate degrees at Missouri State. Brett was very involved in student

organizations and campus life and Alicia was a graduate assistant in the Office of Admissions. We are very excited they accepted the opportunity to work with our admissions team...

Bridget Gramling left William Jewell College July 1. She and her husband have relocated to New York City. **Erin Stein** has also left William Jewell to accept a job as Director of Admissions and Development at Kansas City Academy...

Drew Griffin, MOACAC President-Elect and Associate Director of Admission at the University of Missouri-St. Louis, is a man with a big heart. Turns out, he has a generous heart, too. On Thursday, June 11, Drew underwent surgery to donate a kidney to his ailing father-in-law.

The surgery was successful, and all parties are expected to resume a normal life. If you see Drew, take a moment to acknowledge his incredible sacrifice.



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.

LIVE THE DREAM: 2010 MOACAC CONFERENCE



The 2010 MOACAC conference was a great success. Thank you to all who attended and helped plan this year's conference. Also, many thanks to **Julie Kampschroeder** and especially **Braxton Rethwisch** for submitting the photos included in this issue of the *Messenger*. Congratulations to **Nicole Buesse, Kyle Johnson, Ramon Blakley** and **Gina Morin** for receiving 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.

2010 Winners

Nicole Buesse, Rockwood Summit High School
Kyle Johnson, Rockhurst University



Kyle Johnson and Nicole Buesse

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.

2010 Winner

Ramon Blakley, St. Louis University



Shani Lenore-Jenkins and Ramon Blakley

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.

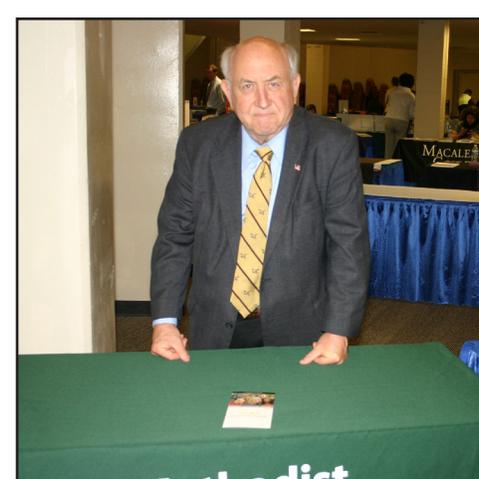
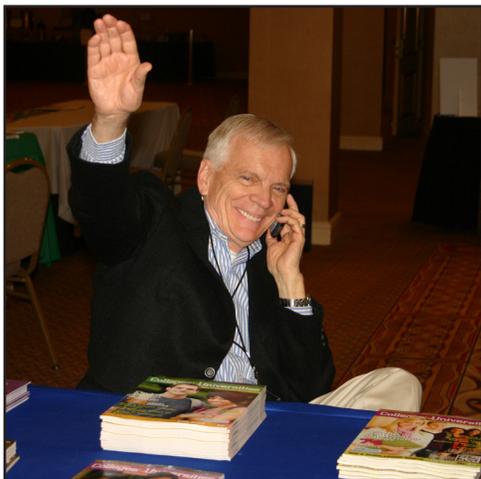
2010 Winner

Gina Morin, Truman State University



Gina Morin

LIVE THE DREAM: 2010 MOACAC CONFERENCE PHOTOS



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LIVE THE DREAM: 2010 MOACAC CONFERENCE PHOTOS



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LIVE THE DREAM: 2010 MOACAC CONFERENCE PHOTOS



Are you on facebook? Be sure to visit and "like" MOACAC's facebook page, <http://www.facebook.com/pages/MOACAC/295038387474>.

Check out more photos from the 2010 conference and other events on facebook, too!

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.

