



Executive Board Meeting
Friday, November 8th 2024, 10:00am-2:00pm
McKendree University
10:00 am - 2:00 pm

Board Members Present: Annette Braden, Chrissy Grotzke, Paul Welsh, Christian Brown, Rebecca Johnson, Mike Gavic, Gracie Covarrubias, Scott Carlson, Kathryn Hankamp, Erin Hoover, Mike Ford, April Lynch, Meghan Chrum, Cody Dailey, Rejeannda Robinson, Kimberly Zimmerman, Kristina Luster, Evan Wilson, Tara Brewer, Kate Moody, Lauren Yates

Board Members Not Present: Maira Suerte, Shawn Wochner

Guests: Dr. Stephanie Dugo, Leslie Witzel, Kelli Allen

Call to Order Annette Braden, Meeting called to order at 10:11am

Approval of 9/6/24 Executive Board Meeting Minutes: *(Scott Carlson)*

S. Carlson motioned to approve the 9/6/24 executive board meeting minutes. L. Yates seconded. Motion carried.

Executive Director Report (Erin Hoover)

- [Strategic Plan draft](#)
 - Asking for feedback, it will be opened for membership for feedback.
 - Host virtual meetings, have a form to gather feedback and move it forward.
- Working with Finance Committee to secure a new insurance broker (huge cost savings)
- NACAC compliance documents
- Weekly meetings with M. Ford
- Monthly meetings with other affiliate EA/EDs
 - Discussed plan for NACAC membership meetings in Columbus
 - Who do other affiliates pay for to attend? What do they pay for?
 - Association Management System (AMS) /Slate is a free option for us
- Demos for new AMS or conference app or both
- Supporting Nominating process & by-law review
- Event Planner- Lauren has taken another position and is terminating our contract and will be refunding us for the work she has not completed for us.
- Met with Helms-Briscoe to bid future Conference contracts/sites

- Contact is planning to attend our January board meeting to answer questions
- There is no cost for us; they get a kickback from the contracts.
- We currently do not have any conference sites planned for past Peoria, so we will get going on this potential contract right away
- Swag for upcoming ISCA conference including IACAC branded chapstick, phone wallets, notepads, etc.

Digital Marketing Coordinator Report (Mike Ford)

- Rebranding
 - Social Media
 - Holiday postings - work in progress. Trying to work on some more social media campaigns
 - Membership/Committee highlights - Mike will reach out to us for more content on our committees to help highlight them
 - Special features
 - Engagement with key contributors and other organizations - trying to get some more engagement with IACAC members, as well as with some other associations
 - IACAC Member Communication
 - Newsletter (weekly or bi-weekly)
 - [Branding Survey Results](#)
 - Survey captured 17 responses of folks in the organization.
 - [Next steps](#)
 - Takeaways
 - Sea of blue from all other associations
 - How can we showcase our state in the logo, so you immediately know it is Illinois?
 - Looking at different colors right now for our branding that would focus on key elements located in the state of Illinois

Membership (Erin Hoover)

- [Membership Report](#)
 - There is one more year left on the CPS partnership where the district office pays for memberships.
 - We remain with more high school members than college members.
 - A lot of people renewed between August and October, the membership year begins on June 1st and many members are still not aware. This may stem from budget timelines being different at various institutions.
 - A request to track CPS membership engagement with IACAC made by Meghan Chrom. In order to keep this partnership we should evaluate our value proposition to CPS counselors and think strategically about how we engage with CPS.
 - We can better engage with CPS counselors by accommodating them and scheduling district seminars and other PD opportunities to align with CPS PD days.
 - Maira is the current Membership Liaison, we will chat with her about possible ways to expand and strengthen our current relationship with CPS.

- Membership opens in February but doesn't begin until June to accommodate high school counselors who can only have a membership if they are attending a conference.
- How much is the renewal rate affecting our bottom line? Do we need to get more creative with our outreach on renewals?
- Should we come up with a different message this year for memberships to target those central Illinois counselors since the conference will be down in Peoria this April.
- Should we cut people off sooner, to signify that they need to renew their membership?
- High School Counselors are usually the culprits for slower renewal rates.
- We knew we were going to lose money when we switched to teams rather than individual memberships, but we are seeing more continuity in memberships by having the teams.
- Although what we are taking in for membership, their funds get repurposed into fund grants to cps counselors attend conferences. From a budget standpoint it's money that shifted.
- Communication flow for Membership Renewal
 - February 1st team account holder gets an email that membership is open. Could go to a main admission@school
 - There are way fewer people that have to take action, not every single member.
 - Email to all members, your lead team member received communication about renewing your membership.
 - Then email account has been suspended to all team members.
- Have we ever considered an early bird discount for renewals, to help entice members to renew their membership sooner
 - We might have to structure it different for colleges vs high schools as many high schools can't renew a membership twice in the same year

MEMBER TYPE	10/31/24	8/31/24	7/31/24	6/30/24
TOTAL TEAMS	604	528		788
TOTAL INDIVIDUALS	2148	1823		2394
TOTAL MEMBERSHIPS PURCHASED	2477			2639
TOTAL EXPIRED INDIVIDUALS	292			
TOTAL EXPIRED TEAMS	124			
TOTAL ARCHIVED RECORDS	1336			
TOTAL NON-MEMBERS (may include duplicates)	4327			

Treasurer-elect Report (Rebecca Johnson)

- Professional Development Grants

- We have four individuals that we gave grants to for NACAC, this is one more than we have historically offered. We were able to do this because some requests were only for partial coverage of conference costs. We are still within budget.
- Donated Services Update
 - Thank you to everyone who has submitted donated services for LDI.
 - As you continue to accrue more services please be sure to note them in the log.
 - We are currently sitting at \$3874.46 donated services.
 - [Donated Services Year Progress Snapshot](#)
 - Record Donated Services at <https://www.iacac.org/donated/>

Treasurer Report (Christian Brown)

- [Treasurer Report \(incl. Finance\)](#)
- We are currently in the negative for our surplus account, finance committee met this morning to discuss
- We had a huge surplus of close to \$300,000 for a while, so we started to spend it so it didn't affect our non-profit status (spent well and intentionally)
- Conference was the big cost that took us down to negative
- Innovation fund has gone away as it was 10% of our surplus fund
- We will need to think a little more fiscally as we move forward with future budgets and events.
- Looking at future conferences - Do we have it in Itasca? Do we offer food for every meal? Do we have the conference for 3 days? Just looking at ways to make conference more budget friendly
- College registration is down for IRCFs
- The surplus is not there anymore. We have to remember that money will not be there to fund things we may have earmarked.
- We put money in a money market account that did well and over 10 years and that created the surplus
- The increase from conference was a rollover in kind from 2019 we had no lock in for meal costs. On January 1st when we got the meal costs we weren't locked into rates.
- We have not touched our reserves, we have been pulling from our surplus but now that we don't have a surplus we need to be more careful about future budgets and not going over budget so we don't have to pull from our reserves. Ideally, this is how we should be operating as a non-profit because we are not supposed to have a surplus (especially one as big as \$300K)
 - NACAC and financial accountants wanted us to spend that money
- We need to stop being comfortable with going over budget as well as even encouraging to go over budget. Need to be more firm and tell people to go back to the drawing board
- Set some criteria: Is it mission driven? How many members is the service funding? What is being covered by your fees?
- Part of Erin's job is to help us find some money, as college funding and support is down and will most likely stay down
- How can we better work together as committees to help out with funding for IACAC, especially looking at INCF and IRCF committees as they are our 2 biggest revenue generators

Past Treasurer Report (Mike Gavic)

- No report, quickbooks are all up to date on finances and funds

President-elect Report (Chrissy Grotzke)

- [Conference Budget Review](#)
 - Peoria as a whole is less expensive than Itasca for Conference

- Meals will be more expensive, but should still be overall less expensive
- We won't be doing a Wednesday reception this year, which should help us bring down our food costs this year
- Cutting our printing costs this year by not printing as much and focusing more on our new app
 - Going on the higher end with budget for the new app - Guidebook
- Budget showed \$90K for food in Springfield, but it was actually \$110K as we received a \$20K in credit due to bugs being in the food, we are happy to pay more for no bugs
- Looking at a contract with Holiday Inn as we believe we will max out on all rooms at Embassy Suites. Holiday Inn has worked with Embassy Suites in the past and are looking at getting us shuttles to help get Holiday Inn folks to Embassy Suites.
 - These hotels usually offer complimentary breakfast, are we discussing with them on ways to bring down our food costs by utilizing their continental breakfast
- We know some conferences who have hosted at the Embassy Suites, maybe reach out to them to see how it worked for them in regards to food.
- Event Planner Status:
 - Lauren is no longer with us (not dead, just moved on to different opportunities)
 - We are not going to hire a new person this year. We have strong conference coordinators in place. Might get someone for the day of, but we have season coordinators that we might be okay solo.
 - Taking this year to evaluate
- Future Contracts:
 - Helms-Briscoe will be looking at the upcoming conferences
 - Membership Survey
 - 81 submissions as of this morning:
 - Length - 40 shorten it to two days, 37 keep same
 - Time of week - overwhelmingly the end of the week
 - Month -
 - April is by far still the favorite month with 42 in top 3 and 23 have it as #1.
 - May is the next with 32 in the top 3 and 14 as #1.
 - Rotation - 40 keep it every four years, 33 increase rotation (most popular was every 3 years)
 - Some appetite for a joint conference
 - More so with other states, rather than with other Illinois associations, like ISCA
 - Want to lock this in by January!
 - What is everyone's thoughts here?:
 - Looking at the Budget, is it financially feasible to keep the conference in Chicago? Or do we maybe increase the rotation?
 - Are there enough venues in Illinois outside of Chicago with the size we need?
 - Do we reach more people by having this conference outside of Chicago?
 - If we have a 2 day conference it has to be a packed 2 day.
 - Food costs were just so high last year that it overshadowed our registration numbers
 - I think there are ways to jam pack the 2 days if we were to move to a 2 day conference. Additionally, with ISBE credits we need to make sure we

have enough programming if we move 2 days so we don't lost high school counselors attendance

- Maybe explore a bus option if we move the conference down state to help accommodate members who need assistance getting there
- We should look into what happens if we do start to move conference more down state - does it hurt registration numbers?

Past President Report (Paul Welsh)

- Nominating Committee
 - Timeline
 - First call for nominations: 11/6/24
 - Asking everyone to nominate at least 1 person!
 - Planning to single slate Chrissy Grotzke for President
 - Nominations due: 1/17/25
 - In person CTE mtg: 1/31/25
 - Present to Exec Board: 3/14/25
 - Expectation of Exec Board: Cultivate and nominate members
 - Nominations goals *for 2024-25: Full slate, not President*
 - Nominating Committee on 10/28/24: Single slate Chrissy Grotzke for office of President
- Credentials Committee
 - Ad Hoc Committee to Explore For-Profit Voting Membership
 - [Instructions](#)
 - [Report and recommendation](#) shared with Exec Board *for information only*
 - Bylaws to be reviewed/updated
 - Filling vacancies
 - Presidential succession
 - Others?
 - First meeting: TBD week of 1/21/25 - (1/24?)
- Heads of 4 Families ongoing collaboration: IACAC, ISCA, ILASFAA and ISAC
 - Future event collaboration discussion 5/7/2025 Bloomington

President Report (Annette Braden)

- Committee Chair Shout-out
 - Opening on Scholarship Committee filled w/Leslie Witzel from Woodlawn
 - Filled just 6 weeks ago
 - Still need one SIG Committee Chair - asked Anita from McKendree
 - Still looking for 1 more chair - give Annette any recommendations
 - Met with all committee chairs throughout September & October
 - Communication Platform being discussed with Erin & Mike
 - Great people doing great work!
 - Highlighting and promoting committees
 - Erin and Mike discussing
 - Get Erin and Mike the committee members' names to help highlight them rather than just the chairs. We know it isn't just the chairs doing all of the work
 - Committee chairs: submit committee lists
- Illinois Convening Update

- Asked to partner with NACAC to get members engaged. They want 150 people registered. We have around 76 people registered.
- Scheduled for December 9th at UIC
- Invitation has been sent
- Weekly pushes needed until registration closes
- All leaders invited and encouraged to attend
- Kristina, any input/updates? We have their agenda and sessions. We should look at targeting specific IACAC membership to generate interest.
 - We should keep it on professionals who work in the higher ed space or administrators. No teachers!
 - We need to let members know they don't need a NACAC membership to attend
 - Let's work with ISAC as they contacts on both sides to help get the messaging out
- Any stakeholder that has an interest in higher education access is invited to attend, work with ISAC and ISCA as we are in charge of getting people there and we want to hit 150 people
- Next Board Meeting
 - January 16 @ Parkland College
 - [RSVP](#) here

Old Business

- *C.Brown motions to open a discussion for old business for the Courtney Wallace Memorial Initiative. E. Wilson Seconded. Motion Carried*
 - [Courtney Wallace Memorial Initiative \(Updated Document\)](#)
 - Is it 15 years in IACAC or just 15 years in the profession?
 - Was it left open to allow more flexibility on nominations?
 - Make sure we get wording right as some of the other awards do specify years dedicated to IACAC
 - Remove the last sentence
 - Proposal 3:
 - We should move this description into the 2nd proposal as it covered everything we discussed about Proposal 2
 - People are not a fan of the name - open to reworking that

C.Brown motioned to establish the Courtney Wallace Distinguished Service Award, official award language to be presented and approved by the executive board in January 2025. A. Lynch Seconded. Motion Carried

New Business (Add additional agenda items not covered in the sections above here)

- New Business

P. Welsh motioned to approve the fiscal policy as presented with the addition of the Courtney Wallace Distinguished Service Award (IV.C.1.e). R. Johnson seconded motion carried.

- [New Fiscal Policy](#)
 - If there is money left over in the surplus fund it will be used for the innovation fund.
- Ex Officio member of Exec Board
- We should make sure in the languaging that they are a Non-Voting Member

- Goal is for this position is to offer recommendations and advice from their perspective, not to make decisions in our organization.
 - [By-law statement](#)
 - Article IV. Section 4.
 - NACAC 2025
 - Why do we send leaders/who do we send?
 - [Board Directors Policy approved November 2023](#)
 - We need to evaluate if the policy is still relevant, applicable and fiscally responsible for our current board and budget.
 - It's important for us to have a continued presence at NACAC but we need to evaluate if the current policy and cost parameters meet the needs of the organization.
 - How many people do we need to be sending to NACAC?
 - What do other affiliates do? IACAC sends the most people of all the ACACs
 - There are no delegates, there is no membership meeting at NACAC, the only leadership meeting at NACAC is the Affiliate president council, and the NEXT.
 - Is there a specific budget?
 - We need to come up with how many people send? How do we choose who those members are?
 - Set parameters for selection
 - Tied to leadership development
 - Leadership manual says sending one IACAC conference coordinator.
 - The current policy asks board members to exhaust their options (with their institution) before requesting that the board funds their NACAC registration.
 - 3 presidents because they have meetings, plus board members all board members have IACAC pay for them to attend at least once in their 3 years.
 - A group will convene to review the current policy and provide suggestions for an updated policy at the next meeting.
 - IACAC membership event- December 5th

Committee Reports

- **District Seminars**
 - In the process of solidifying sites and dates. Lewis and DePaul are locked into hosting.
 - Lewis University's onsite committee is looking for volunteers. Please feel free to contact anyone interested with Brad Kain or Tyler Olson.
- **Education and Ethics**
 - Our first Committee Meeting is scheduled for Friday, November 22nd at 9:30am on Zoom. Looking forward to introductions and planning for the year ahead.
 - We recently learned from our new NACAC AP liaison, Mark Cortez, that there will be a virtual Admission Practices National Committee meeting on November 19th for us to attend.

- We worked with Middle Management and New Counselor Institute over the summer and are hoping to work with District Seminars for the upcoming spring sessions.
- Always seeking new volunteers.
- **Government Relations**
 - Looking to set up a post-election drop in with GRC.
 - Looking to set up voter registrations at IRCFs
 - Looking to lock in dates for Springfield Advocacy Day
 - Potential collaborations with IAS: post-election feelings and how to move forward for our students
- **High School Counselor Professional Development**
 - We surveyed members about their needs for PD this year - 31 members completed the survey; we are building this year's PD events based on these topics
 - Upcoming events:
 - November 19 - IACAC Reads crossover event with Mentorship committee; Beth and Kelly Dutmers (from Mentorship committee) will be co-facilitating
 - Virtual webinar - date TBA based on speaker availability, focus on school counselor LORs
- **Illinois College Fair**
 - As of October 25th, 2024, a total of 21 IRCFs have been held. Of the 21 IRCFs, the ICF Chairs have reviewed and approved 14 Post-Program Reports. There are still 7 IRCFs that have not submitted a post-program. All 7 IRCFs with missing post-program reports were emailed a gentle reminder to submit post-program reports and attach receipts.
 - The ICF Chairs also reviewed a request to add [DIGIM College Fair](#) as IRCF, but the committee declined since we already have 3 IRCFs in the Normal/Bloomington area. ICF Chairs did approve for DIGIM college fair event to be listed as an IACAC Recognized Fair.
 - The ICF Chairs will create a sub-committee to catch data inaccuracies/oversights for IRCFs and IACAC-Recognized Fairs such as not including invited high schools to events and add a registration link if it is an IACAC-Recognized Fair.
 - **Summary of Fall 2024 IRCFs**
 - Total IRCFs: 23
 - Total Scans: 6,487
 - Top 4 Scanning ICRFs:
 - Lincoln-Way Central High School: 877 Scans
 - Main Township District 207: 697
 - Plainfield North High School: 666
 - College of Dupage: 495
 - As a committee, we have to set the expectation that IRCFs hosts are required to adhere to IACAC branding such as using the provided digital promotion file. IRCFs receive funding to host events and we want to promote high quality college fairs to college recruiters.
 - We added a fourth chair to the ICF committee. We have plenty of volunteers, which is awesome! We have to focus our efforts on creating opportunities for involvement such as the data integrity subcommittee.
 - The ICF Committee virtual meeting will be held on Friday, December 6, 2024 at 9:30am. All are welcome to join us. Zoom Meeting: Join Zoom Meeting
 - <https://uic.zoom.us/j/86362933482?pwd=ibguyfVCWq7vhTZQJJBzcf9WURopKc.1&from=addon>
 - Meeting ID: 863 6293 3482
 - Passcode: d1vbjqZn

- **Inclusion, Access and Success**
 - First Gen theme for our meeting on Nov 7th (virtual)
 - Sharing the Dream Conference Planning underway- Save the date May 15th, 2025 at Malcolm X Conference Center
 - Spring LGBTQIA Fair - seeking volunteers
- **Mentorship**
 - We matched 10 pairs on 11/5 and will be sending out their match letters this week
 - We have our Jingle and Mingle Set for Dec 5th at Sure Shot Pickleball In Naperville
 - We are looking to bolster our committee numbers and gain more participation, but currently we are able to complete the mentorship pairs with just the co-chairs
- **New Counselor Institute**
 - We have scheduled out monthly co-chair and committee meetings for November, December, and January.
 - Beginning to work on developing a schedule for our second NCI Session on February 5th, 2025 at Oakton Community College!
 - Potential sessions include discussing Financial Aid conversations, wellness, getting involved in IACAC, etc.
 - If you have members of your team participating in NCI, let them know that it is a 2-event program. Our programming in February will be different from sessions during our first meeting.
- **Scholarship**
 - We are hoping to open the 2025-2026 IACAC scholarship for incoming college freshmen by the beginning of December (12/2 is the first Monday of the month and would be a great opening day). We will plan to get information out to our membership upon that release.
 - We have had discussion about raising our scholarship award to \$2000-\$2500 per winner (for a total of 4-5 winners) instead of 10 \$1000 awards. We would like to do this to acknowledge both students' need for more funding for college and the requirements of our scholarship (essay, rec letter).
 - We would need to know from the board if this is allowed in our budget, as we'd potentially be asking for a total of \$12,500 to be dispersed in awards per year, instead of the \$10,000 allotted last year, if we had 5 awards of \$2500. Five awards total would allow us to cover the state more fully.
 - We're happy to have any volunteer scholarship readers who are interested in joining us - readers will likely read apps in February/March. Their time commitment is likely in the 4-5 hour range.
 - We'll make sure to collaborate with the committee offering transfer student scholarships if we change platforms from Kaleidoscope next school year.
- **Summer Tours**
 - We are planning our Summer 2025 college tour to take place during the week of June 23, 2025. Here is our tentative list of schools in the IL/TN/KY/IN region we plan on visiting in 2025. The current plan is for 2026 to be a Micro tour, so we will be closer to home and should have much lower expenses.
 - Leave from College of DuPage. We are discussing having a counselor pickup in central Illinois, if possible.
 - Eastern IL U.
 - SIU - Carbondale - staying overnight
 - Murray State

- Vanderbilt - hopefully staying overnight
- Belmont
- UT - Knoxville - staying overnight
- U of Kentucky
- Indiana University - Bloomington - staying overnight
- DePauw University
- We would like to keep our trip priced at \$450/counselor. Ideally, we would like to stay in Nashville on night #2 to make the trip more attractive. We are still trying to build interest back up to our pre-COVID levels. How does the board feel about supporting this professional development by contributing up to \$3000-\$4000 to cover projected shortfalls if we don't reach our goal of 40 counselors on the trip?

Passenger Count	\$450/rider - Total Income	Estimated Expenses - 2 nights	Net Loss/Profit - Paying 2 Nights	Estimated Expenses - 3 nights	Net Loss/Profit - Paying 3 Nights
26	11700	13500	-1800	15600	-3900
28	12600	13800	-1200	16050	-3450
32	14400	14500	-100	17050	-2650
34	15300	14800	500	17500	-2200
36	16200	15100	1100	17950	-1750
40	18000	15700	2300	18850	-850

- **Transfer Advisory**

- Planning 2025 Transfer Summit to take place at Moraine Valley Community College after one year at ISU in Bloomington/Normal. Last year's event was successful in central IL, so we hope to rotate between central/southern and northern IL. The Summit will take place on Friday, February 7 (time TBD).
- The Spring 2025 Transfer Scholarship is now open and advertised through the listserv. We will award one \$1,000 scholarship and one \$500 scholarship to students transferring from an Illinois Community College to a 4-year IACAC member institution. The deadline is November 30.
- The Networking subgroup is actively meeting to design additional professional development and networking opportunities for transfer professionals. We plan to offer a networking breakfast at the Spring 2025 Illinois Transfer Coordinators meeting held at ISU in Normal, IL, on April 8th or 15th (TBD). We are also exploring how to build a stronger connection to the High School Counselor Professional Development Committee in an effort to reach more school counselors who send large #'s of their graduating seniors to community colleges within the state. And finally, we discussed how to amplify 'transfer' at the annual conference, including a more robust Transfer Track/Networking opportunities. The committee meets again next week to brainstorm and will then reach out to the conference committee to connect.
- A decision needs to be made soon about a scholarship platform so that the fall 2025 app cycle/review isn't delayed.
- Website edits + promo email for the Transfer Summit
- Transfer Summit proposal submissions link open

- IACAC Presidential presence at the Transfer Summit – save the date
- A decision to proceed with a new scholarship platform ASAP to avoid delays in processing
- There have been previous discussions with the Board to collaborate with IACRAO on our district seminars + their district meetings, given the similar nature of these types of professional development opportunities available to admissions/records personnel throughout the state.
- We hope to collaborate with HSCPD and Conference committees to establish new networking opportunities.

K.Moody motioned to adjourn. C.Brown seconded. Motion carried. Meeting adjourned at 2:05 pm.

Respectfully submitted by Scott Carlson, IACAC Secretary