



IACAC Executive Board Meeting
Friday, January 9, 2015
DePaul University

Board Members Present: Mike Dunker, Drew Eder, DeVone Eurales, Beth Gilfillan, Allegra Giulietti-Schmitt, Erin Hoover, Anne Kremer, Brad Kain, Renee Koziol, D.J. Meniffee, Mike Melinder, Tony Minestra, Lianne Musser, Stephanie Szczepanski, Amy Thompson, Courtney Wallace, Shawn Wochner, Linda Haffner (non-voting)

Board Members Not Present: Rob Walton, Patrick Walsh (non-voting)

Guests: Bill Morrison, Paul Welsh, Marsha Hubbuch, Emma Adebayo, Megan O'Rourke, Zak George

Call to Order/Introductions: *(A. Kremer)* Meeting called to order at 10:06 am

Thank you to everyone for being flexible with the last minute meeting location change. Thanks to DePaul University for hosting today!

Approval of November Board Meeting Minutes

C. Wallace motioned to approve the November board meeting minutes.

S. Wochner seconded.

Discussion

Motion carried.

Treasurer's Report *(D. Eurales)*

As of January 5, 2015 the total net worth of IACAC is \$606,370.91. Our checking balance is \$355,924.62. Our Spartan Market Index account number 205 is \$161,675.45 and the total of our three CD's account numbers 201, 202 and 204 is \$88,770.84. On the month to date column under expenses, you will see \$4,103.36, which is the hard copy of the membership directory. The total net worth is \$69,841 more than at this time last year; the Spartan Market is about \$20,000 more this year than it was last year at this time. Linda corrected the MMI numbers which were questioned at our last meeting.

Membership Report: *(A. Giulietti-Schmitt)*

Overall membership numbers are down from last year. Total IACAC membership is currently 1,340 compared to 1,556 last year. Down 108 in the college/university category, down 68 in the secondary school category, and down 40 in related educational services category.

Sent a questionnaire to former members in early November. 1,078 people received the survey successfully. We had a 12.9% response rate (139). We went back 4 years to people who have been members but were not members at the time of the survey. 109 responders ended up going to the IACAC website and joined again after receiving the survey.

The Membership committee has a meeting with Annie on Monday to brainstorm some ideas on promoting membership.

Chief Delegate Report: (L. Musser)

No report.

President-Elect Report: (B. Gilfillan)

Conference:

Things are coming along well! Sessions are just about finalized, the Program and On-Site committees have been doing amazing work! Offering a few sessions on Friday and an end-note panel of seasoned professionals to discuss the “state of higher ed.”

We will have an app for conference – we researched several different vendors, and found that CrowdCompass offered what we want in an app. We’re excited to see what we can do with this – it should really enhance the overall experience for members.

Registration will go live at the end of the month. Save the date postcard was mailed.

Project Reach is exploring the idea of inviting people outside of the conference to run the 5K. Thoughts on this? Would like more participation to raise more money through participation and corporate sponsorship. Concern about limited space available, so may need to cap total participation. Could charge non-members more. Are there certain groups we’d specifically reach out to and invite (companies within the Westin’s property). No major opposition from the board.

Since all committees are required to submit a session proposal, the program committee has decided to simply list those committees by name in the program which allows more flexibility for individuals that may be involved in more than one session.

HSCPD committee:

We are meeting this coming Monday, we’ll focus on what we want to contribute to Advocacy Day and planning for the new Summer Institute track.

CPS is starting a Higher Ed Compact (the goal is to work to ensure that students have a seamless transition from high school to college) and asked IACAC to be part of it. CPS has asked representatives from various organizations to serve in a planning/advisory role. Annie and Beth will be attending the first meeting in two weeks. Will report back at March meeting.

Past-President Report: (M. Dunker)

Nominating Committee:

The Nominating Committee met yesterday at Concordia University. We had a very large and talented group of nominees to work with. We decided to wait to finalize the slate of candidates until we hear back from NACAC about the number of delegates IACAC will have. Should know by the end of the month. There is a strong possibility that we may get an additional delegate for next year. The committee felt that in order to develop the strongest possible slate of candidates we would wait until we get the final number. At that point we will put together the slate and notify the candidates.

Credentials Committee:

The Credentials Committee also met yesterday at Concordia. We discussed and approved two changes to our current By-Laws. We will be separating the organizational membership into two categories, and creating another additional individual membership category for people that have lost their job, but wish to stay on as IACAC members. Leadership manual committee is looking into the finer details of what a person in that situation might be required to do (actively seeking a job, etc.).

We had previously discussed the possibility of changing the chair of the Nominating Committee from the Past-President to the Past Past-President but decided to leave it the way it is. A subcommittee was created to look more closely at for-profit companies, student members, and Independent Counselors.

Also discussed closing loophole for for-profit organizations/consultants membership process. Utilizing what NACAC does. Looking at student membership options.

If there are requests to update something in the by-laws, that information should be sent to the Past-President prior to the Credentials meeting. With the new Treasurer structure, some of the responsibilities outlined in the by-laws aren't in sync with how they're operating but that's ok. With the hopeful implementation of the leadership manual later in the year, the responsibilities outlined in the by-laws will get a review next January.

Past Presidents' Council:

Our meeting in November was postponed due to a very small number of people able to attend. The luncheon has been rescheduled for February 20th at Oakton Community College.

Leadership Manual:

The deadline for submission of pages for the Leadership Manual is today. At this time we are still missing quite a few pages. We will work to get all of the pages in very soon so we can put together our first draft. Our goal is still to have the Manual approved at the June Board meeting. Board members, committee chairs, and liaisons do everything you can to get your information in.

As of this meeting, we're missing:

- CAP
- Conference
- HSCPD Ad-hoc
- Council Team Directors
- Summer Institute
- Membership
- President-Elect
- District Seminar
- Strategic Plan
- Professional Liaison
- Past-Treasurer

If you have changes now, send them to Megan, Mike, Nate, or Eric. Drafts will be handed out in March for review and additional changes. Then final copies will be presented at the June board meeting to be voted on by the Executive Board. Once the leadership manual is approved, changes will have to be approved by the Executive Board but not by the entire membership like a by-law change has to be.

Do we need something that tells the membership how this all works. Do we need to add something to the by-laws that indicates how the by-laws and leadership manual work together?

President's Report: *(A. Kremer)*

Welcome back! Hoping you all had a wonderful holiday season and are looking forward to a positive and prosperous 2015. Thank you for taking the time to send your committee reports. I continue to be impressed by all of the excellent work that you are doing. This is a group that is creative, innovative and takes initiative to

find ways to make this great organization even better. I continue to be impressed and incredibly grateful for the opportunity to collaborate with such an outstanding group of individuals.

District Directions:

Thanks to IACAC's generosity and support of finding new ways that we can engage and educate high school counselors, Beth and I will be heading to Western ACAC's District Directions event on January 29th on our "fact finding" mission. We have heard from several folks about their interest in learning more about what we gain from the experience and plan on providing a report to the board upon our return. Our hope is that either we will be able to adopt a similar program here in Illinois, find ways to adapt some of what this District Directions program is doing to engage and educate high school counselors into our High School Professional Development Program taking place at Summer Institute this fall, or other programs within IACAC.

Strategic Plan:

During November, the Strategic Plan Ad Hoc Committee sent out the membership survey to all IACAC members. We reached almost 1,100 members with the survey. 187 completed the first round (20% completion rate). We sent a follow up message to the 875 who had not responded and successfully delivered to 773 individuals and 83 more people completed. 261 members completed it for a total completion rate of 28.9%. Pretty outstanding! A few highlights:

- 44% choose to be a member of IACAC for professional development programming
- 43% choose to be a member of IACAC for professional networking opportunities
- 24 -29% believe IACAC does these things well: supports new members well, offers substantive programming, provides ongoing education for seasoned members
- 30% wishes IACAC would do a better job communicating to the public what we do
- Biggest challenge will be changing demographics of students; second is support for HS counselors
- Can see IACAC making a positive change in the conversation of college costs

Our committee will be meeting on Friday, January 23rd to discuss the results and begin to bucket responses and develop themes and compare these with our SWOT analysis done at LDI this fall. From here we will begin to develop and outline of the plan.

Annie will follow up with the Executive Board on the breakdown of college vs high school completion numbers.

Washington D.C.:

Beth, myself, and our three GRC chairs will be headed to Washington D.C. for our national president's meeting and the National Advocacy Day on the Hill. This is such a wonderful experience. We look forward to representing Illinois, learning about legislative issues coming down the pike, and will report back upon our return. Make sure you sign up for Advocacy Day on March 18th. It's not required of board members but it is expected.

Membership and Membership Brochure:

Following our last meeting, I had a conversation with Sherry Hall about our membership brochure earlier this week. We discussed the current brochure, what we felt was most important to convey and carry over. She will be providing a draft to us in the next couple of weeks. Ideally, we would love to have this ready by the time District Seminars roll around, but it might be later depending on how quickly she can get a draft together and how quickly we can gather feedback for changes. Will be sure to keep you posted. We also have a scheduled conversation w/ Membership for early next week to discuss different strategies for outreach among different groups. Board members and committee members have been sharing ideas – will look forward to sharing more

with you after we visit. Would love to have these done by District Seminars to be able to pass them out. Annie will send out a final copy for everyone to see (wants only limited and quick feedback on errors).

Volunteer Form Success:

Following our last board meeting I sent a message to all committee chairs asking how the new volunteer form was working and received wonderful feedback. Committee chairs had all reached out to anyone who had submitted a form. We had almost 70 volunteer forms request and all volunteers had been contacted and either picked up by the committee they wanted and suggest another committee. Committee chairs also seemed to really like the new system – it made it much easier for them to follow up and many designated a chair to be responsible for contacting new members making a much more streamlined process. Excited to continue this for the future.

SPAN (Student Post-Secondary Advocacy Network) Illinois:

We were recently contacted by a new network group forming in Illinois. This group was invited as a spin off from the Michelle Obama Reach Higher Initiative that has put school counselors, their important, and the positive impact they can have on student HS graduate and college-going rates at the forefront of this campaign. In July of last year several groups (NACAC, members of ISCA, ASCA, ISAC) were invited to attend a conference at San Diego State to talk about how all of these groups comprised of high school counselors, enrollment management professionals, and other community organizations could band together to create a network across the country and Illinois to create a bigger voice representing these groups at large. Although IACAC was not at the initial meeting in July, we have been invited to join this group at their first meeting on Jan. 15th, Beth and Mike will be attending. We hope to learn more about this network, the potential partnerships and opportunities and will share more at our next board meeting.

Unfinished Business:

Remember to send committee budget proposals to DeVone by January 15th. Has received 2 so far. At Conference, Mike will be hosting a reception for the Executive Board on Thursday in his hotel suite. FYI, Spirit Airlines flights to San Diego are pretty low right now (book with caution). Delegates likely need to be there on Tuesday. Mentorship will include introduction/meet and greet of slate of candidates during Mentorship reception. Outlined their plan in their committee's report/meeting minutes. Sponsorship/advertising opportunities are live. Email notification will go out soon.

New Business:

Project Reach Budget Preview (attachment included, see end of minutes):

Prepared and presented possible budget options for the board to review. Many of the items included in their budget are not "costs" to IACAC as they are programs IACAC already supports financially.

Might want to include HS SI Track attendance for as a benefit for this year.

Comments on limited Bus O' Fun spot availability, may need to offer that benefit in the following summer after being selected.

Comment on whether there is a possibility to give every school that is nominated something.

Discussed whether we can require recipients to volunteer or participate in a committee. Project Reach committee would like the recipients join the PR committee. Would like to help those recipients navigate the resources that IACAC does offer.

Also hope to get school/district administrator participation in some events.

Question about what happens with the extra money, if sponsorships exceed expectations.

Board/Finance Committee could decide on guaranteed amount but communicate to recipients what the minimum award will be but could be more.

Should the scholarship possibilities be re-examined within the Scholarship Committee or kept separate.

Comment on the impact of one scholarship for one student vs. giving money to the school to use to help more than one student. The Scholarship Committee has declined to reserve scholarships for Project Reach schools given the parameters of their selection process and previous directives from the Executive Board.

If scholarship stays with Project Reach committee, recipient counselor could assist with the student selection, could select 5 possibilities and let PR or Scholarship Committees pick 2. Could ask students to submit their Student Aid Report (SAR) or have counselor certify financial need.

Comment about Project Reach's mission, original purpose was to get school supplies for a school; would like to expand their reach further; how does a student scholarship fit into that mission? What role does sponsorship play in this, should they be able to use sponsorship money however they want.

If this is approved, will other committees come to the Executive Board asking for scholarships, and therefore should the Board approve a general scholarship dollar amount but identify that these scholarships fall within the different committees and may each have a different process?

Linda noted that none of the previous Project Reach recipients have renewed their memberships.

Have to be careful with "gifting" money to public schools, lots of red tape and paperwork of schools receiving donations.

Board is in support of them getting approval from all other Committees involved. Board is in support of proposing Budget Option #3 to the Finance Committee. Further discussion is needed on the Scholarship portion.

Discussion tabled.

Government Relations – Supporting Legislation Proposal (attachment included, see end of minutes):

The GRC committee would like to start endorsing legislation given our historical presence and recognition in Springfield. Proposal is modeled exactly off of NACAC model. Current process is too slow, requires full board approval, and would like to suggest a quicker method for endorsement. If NACAC endorses it, IACAC should follow suit. Will assign members of their committee to look into legislation at the state level that needs endorsement or opposition. Not sure that any other S & R's are doing anything formal like this. Will work to notify the board/membership when action is taken, perhaps through the listserv. Discussed some topics that fall in a gray area. Will do some additional research on this at the NACAC GRC Advocacy Day.

S. Wochner motioned to approve to give the Government Relations Committee the autonomy to endorse items that come across their radar that clearly fall within one of IACAC's legislative priorities--access to quality counseling, need-based financial aid, and rigorous curriculum--and related to lowering the student-to-counselor ratio, increasing MAP grants, student protection, and anything else endorsed by NACAC.

S. Szczepanski seconded.

Discussion

Concern about whether this affects our non-profit status, since NACAC does it, we believe we're ok to do it. Just have to avoid any lobbying.

The Board recommends that the GRC committee do some additional research and work on the issues that fall outside of this motion (related to #2 and #3 on their handout).

Motion carried.

Annie asked the Board to consider supporting Bill Morrison's attendance at the NACAC GRC Advocacy Day given his historical involvement, influence, and this new proposal.

S. Szczepanski motioned to approve and fund Bill Morrison's air, hotel, and food travel expenses to attend the NACAC GRC Advocacy Day.

M. Melinder seconded.

Discussion

DeVonne indicated that approving this falls within the guidelines of the Fiscal Policy.

Motion carried.

IAS Proposal – IAS Annual Award:

IAS committee would like to establish an award presented at the annual IACAC Conference to honor an individual dedicated to the principles of equal opportunity and equal access to college. This would be presented to an individual who has encouraged and supported traditionally underrepresented students in the transition from high school to college.

NACAC has had a similar award since 1984 which honors a person or persons who have been instrumental in making post-secondary education opportunities available to historically underrepresented students. Indiana, Wisconsin, and New York also have similar awards.

IAS Committee plans to select a slate of nominees and send those names to the President for final selection.

A. Minestra motioned to approve the addition of an Inclusion, Access, and Success award to be given every year at the Annual Conference as selected by the IACAC President per the recommendations of the IAS committee.

M. Melinder seconded.

Discussion

Talked about naming it after it's been awarded a few times.

Motion carried.

Further Project Reach Discussion:

Are working on some relationships with corporate sponsors specifically for scholarships. Don't want to negatively impact Conference sponsorships.

They had thought about collaborating with counselors on scholarship recipient selection.

Could there be a set number of scholarships determined and then different sub-committees handle the awarding as it may be different for each group/audience.

CAP, Scholarship, and Project Reach liaisons will collaborate on how we can incorporate the best scholarship possibilities for all of the students we serve.

Exploring possibility of adding advertising options on the website is in the works.

Difficult to expect committees to fundraise.

Finance Committee may need additional funding designated in the General Board budget to support more scholarships.

CAP, Scholarship, and Project Reach liaisons will collaborate with each other and with those committees on how we can incorporate the best scholarship possibilities for all of the students we serve and will report back at the March meeting.

Committee Updates:

Admission Practices: Will present sessions at District Seminar and Conference. Contacting Mary Lee Hoganson for assistance with history of Statement of Practices and Courtesies document and how it is used. New SPGP, approved by NACAC 2014 assembly has been updated on the website.

College Awareness and Preparation (CAP): Camp College will take place Tues, July 7-Fri, July 10 at UIS, Illinois College, Millikin and possibly a 4th college. Finalizing presenters for Motivate Me Conference.

Conference: See President-Elect's report.

Credentials: See Past-President's report.

District Seminars: Postcards to be mailed end of January, online registration Feb 1. UIS will now host Combined Region Seminar instead of Lincoln College. Western district's colleges will sponsor attendance for their attendees.

Finance: 2015-2016 committee budget requests are due January 15.

Government Relations: **Springfield Advocacy Day is Wednesday, March 18, 2015** Sign up online via Google form sent to listserv.

High School Professional Development Ad-hoc: See President-Elect's report.

Illinois College Fair:

Inclusion, Access, and Success (IAS): Proposing a new IAS award. Moved March meeting to 18th to encourage participation in Springfield Advocacy Day.

Leadership Manual Ad-hoc:

Media Communications: Working on email that requests summer program information, could this be required earlier in the year, December 1? Creating a sign-up so that people can be notified as soon as new stories are posted/live. Remind committees to promote events, recap, and don't forget to include pictures. Liaisons follow up with your committees to help them with submitting articles.

Membership:

Mentorship:

Middle Management Institute: Planning to host MMI in alternating states; working with Indiana and Wisconsin ACAC's. Not looking to grow attendance right now.

National College Fair:

Nominations: See Past-President's report.

Professional Development Grants: Currently accepting grant applications and have a healthy group to award on February 1. Priority grant deadline is January 15. Add graphic to scroll on the website.

Professional Liaison:

Project Reach Ad-hoc: February 9th is deadline to nominate schools. Email going out soon.

Retirees (part of Membership): Speaker's Bureau request form should be on web after Jan 15.

Scholarship: Applications are coming in; first review will be March 6-20.

Strategic Plan Ad-hoc:

Summer Institute: Call for 2016 sites coming soon.

Summer Tours: 4 spots left.

R. Koziol motioned to adjourn, S. Szczepanski seconded.

Motion carried.

Meeting adjourned at 2:00 pm.

Respectfully submitted by Erin Hoover, IACAC Secretary.

See below for attachments.

Project Reach Proposal to IACAC Executive Board: January 9, 2015

Project Reach is currently an ad-hoc committee and is in the process of expanding its service beyond the contributions awarded at the annual conference. To that end, we are working cooperatively with other committees, including CAP Committee, Inclusion, Access and Success Committee, Retirees Committee, and Scholarship Committee. Because our extended outreach to the community is a new venture, we have not determined if we should request a formal merger with one of these committees at this time. Therefore, we would like to remain as an ad-hoc for an additional year in order to assess the best course of action. Next year, we may come back to the Board with a request to merge with one of the outreach committees. However, it may be too unwieldy for any one committee to take on the additional work of both Project Reach and their own programs. In that case, we may request consideration of Project Reach as its own standing committee.

While we have been able to secure donations and sponsorship for many of expenses, there could be additional costs to IACAC, should we lose that revenue. (Last year we raised \$3850, in addition to sponsorship of the conference expenses paid by Colleges that Change Lives.)

Items marked with an asterisk (*) are not actual expenditures for IACAC.

We respectfully request that the IACAC Exec Board approve a budget for the next fiscal year. This budget would include options to provide on-going service to selected Project Reach schools. In order to determine annual costs for this budget, we provide the following line items and their projected costs, based on two schools selected each year:

1. *Membership in IACAC for one person at each school annually:

$$2 \times \$45 = \$90$$

2. Annual Conference registration and travel expenses for both schools:

$$2 \times \$500 = \$1000$$

3. *District Seminar attendance for 2 personnel per school, including at least one counselor:

$$4 \times \$20 = \$80$$

4. Donation of \$1000 gift card to pay for school supplies at selected schools:

$$2 \times \$1000 = \$2000$$

5. Attendance for up to 6 students to Young Men's Conference and up to 4 for Camp College (pending CAP approval)

No additional costs, as these are already part of the CAP budget.

6. Bus-o-Fun or Micro Tour Registration and Travel for up to 2 counselors per school

$$4 \times \$500 = \$2000$$

7. College scholarships of \$1000 for each school for one or two individuals

$$2 \times \$1000 = \$2000$$

Budget Option #1: \$3260

1. *IACAC Membership for remaining year plus an additional year:
 $\$45 \times 2 \text{ schools} \times 2 \text{ years} = \underline{\$180}$
2. Annual Conference registration for year of selection including travel and hotel:
 $\$500 \times 2 \text{ schools} = \underline{\$1000}$ (Note: Sponsorship usually covers this expense.)
3. *District Seminar attendance for 2 personnel per school, including at least one counselor:
 $\$20 \times 4 \text{ individuals} = \underline{\$80}$
4. Donation of \$1000 gift card to pay for school supplies at selected schools:
 $\$1000 \times 2 \text{ schools} = \underline{\$2000}$ (Note: donations usually cover this expense.)
5. Attendance for up to 3 students at each school to Young Men's Conference and up to 2 at each school for Camp College (pending CAP approval)
No additional costs, as these are already part of the CAP budget.

Budget Option #2: \$3260 + \$3410 = \$6670 All of the Option #1 above in addition to:

1. *IACAC Membership for total of 3 years, including year of selection for Project Reach
 $\$45 \times 2 \text{ schools for one more year} = \underline{\$90}$
2. Additional year of annual conference attendance and expenses:
 $\$500 \times 2 \text{ schools for an additional year} = \underline{\$1000}$
3. *District Seminar attendance for maximum of 2 personnel, including at least one school counselor, for 2 Project Reach recipient schools and up to 8 additional schools that have been nominated or selected for Project Reach. (Maximum of 2 individuals at 8 more schools)
 $\$20 \times 2 \text{ individuals} \times 8 \text{ additional schools} = \underline{\$320}$
4. Micro Tour or Bus-o-Fun participation for 2 counselors at each PR school:
 $\$500 \times 2 \text{ schools} \times 2 \text{ individuals} = \underline{\$2000}$

Budget Option #3: \$8670 All of the Option #2 above in addition to:

College scholarships of \$1000 for each school for one or two individuals:

$\$1000 \times 2 \text{ schools} = \underline{\$2000}$ (Note that we hope to secure a sponsorship for these scholarships.)

On 1/9/15, Bill Morrison and Paul Welsh proposed the following to the IACAC Executive Board on behalf of the Government Relations Committee:

Proposed IACAC Process for Endorsing Legislation

- 1) **Chair Endorsement:** *When a bill or other advocacy item comes across our radar that clearly falls within one of our legislative priorities (access to quality counseling, need-based financial aid, and rigorous curriculum), the Government Relations Chairs will discuss. If all three agree that it clearly aligns with our priorities, then we endorse it in the name of IACAC. For example, if a bill were to call for lowering the student-to-counselor ratio, increase MAP Grants, etc. – those measures are very clearly aligned with IACAC’s priorities, and so they would be endorsed without further ado.*
- 2) **IACAC GRC Endorsement:** *If a bill is in sync with IACAC, but is not as obviously under the heading of one of the legislative priorities, then the Chairs will bring the bill to the IACAC GRC, and they will decide how to proceed by majority/two-thirds majority/unanimous vote (?). The committee can decline to take any action, endorse the item, oppose the item, or bring the item to the IACAC Executive Board.*
- 3) **Board Endorsement:** *If the IACAC GRC is looking to endorse a bill that is in very new territory for IACAC – or would pull IACAC in a new direction – then IACAC GRC will seek Executive Board input and direction before moving forward. If the IACAC GRC wanted to pursue endorsement of a bill that might not be clearly in the best interest of all of our members, that is something that needs to be discussed with the Board. If an issue is controversial amongst our members, or is not obviously related to IACAC’s mission as it stands, endorsement has the potential to insert us into new political/public relations situations that may or may not be beneficial. Like the GRC, the Executive Board can decline to take any action, endorse the item, or oppose the item.*