



**IACAC Board Meeting
Monday, September 8, 2014
Illinois State University**

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

Guests: Donna Epton, Megan Koester, Chris Kawakita, Megan O'Rourke

Call to Order/Introductions: *(A. Kremer) Meeting called to order at 1:34 pm.*

Thanks to Illinois State University for hosting today!

Approval of June Board Meeting Minutes

D. Eder motioned to approve the June board meeting minutes, C. Wallace seconded.

Discussion

Make note that the meeting on Thursday, April 30, 2015 is not an actual board meeting but was mentioned at our last meeting in reference to that being the annual membership meeting.

Motion carried.

Treasurer's Report *(D. Eurales)*

Reviewed current net worth – total \$586,518.72

Reserve funding increased.

Be sure to fill out the donated services log, Courtney will send a reminder to the EXEC board listserv suggesting to delegate that to a committee member.

Question was asked about whether all expenses have been paid for SI. DeVone will look into that.

Membership Report: *(C. Kawakita)*

Membership year is ending, new one will begin October 1st. (Membership year runs October 1 – September 30) Committee will meet monthly and will be reviewing data from past 5 years. Hoping to look at history of members we've lost and possibly surveying those people. Will be reviewing NYSACAC's membership model to evaluate implementation possibility for IACAC in 15-16. Also looking at a breakdown of public/private schools and by districts. Membership brochure is coming.

Final 2013-2014 Membership Year – total members at end of June = 1,794, up from 1,755 last year. Of our total membership, 642 were members of NACAC last year.

For 2014-2015 Membership Year – 77 total members as of Sept 8th, 107 as of Sept 9th, 2013 – down slightly

Chief Delegate Report: *(L. Musser)*

There will be a short training meeting right after this meeting to go over the responsibilities of the delegates during the NACAC national conference. The delegates will also meet at 7:00 pm ET at Slippery Noodle. They will talk about issues of IACAC and how they'll bring those issues and some questions to the assembly candidates. Examples of a few issues to be discussed are: changes to SPGP language, further discussion on international recruitment, some discussion of college application creep, let Lianne know if you cannot make that meeting.

President-Elect Report: *(B. Gilfillan)*

Imagine Possibilities is the theme for the 2015 conference. Conference chairs met last week at the Westin, committees are brainstorming ideas and possibilities for the conference.

Distributed conference budget for board review.

Extensive discussion regarding increase in all registration fees due to negotiating a new 3 year contract that runs until 2017.

Proposing to go up to \$210 for full conference registration. One day only would be \$105.

Room will definitely be \$164, meals are also set, one day is \$10 increase, and student/retiree is \$5 increase. Donna will send out chart that goes back to 2001, up about 25% since then.

Question was asked about individual cost per meal, last year it was \$198.60 per person, \$214 per person with last year's gratuity which had remained low for many years, could no longer keep gratuity the same as in the past. We make a profit because Donna figures out how many people will actually eat vs who tells us they will eat. Beth asked for more information from Donna on lunch attendance estimations and if no show rates she uses could be shared. If every attendee ate every meal, our budget should actually be \$155,000 instead of \$103,000.

Some fees are unknown (AV/Tech Setup) and all revenue is an estimate.

The Westin is still a bargain for a group of our size with our needs.

2008 study on all other affiliates conferences, we still offer the best bargain for the total days, offering, and meals.

As the contracted event coordinator, Donna will do an extensive renegotiation again in 2017. She had previously tried to negotiate with the Renaissance in Schaumburg and they wouldn't bid on our conference b/c of the low rate of overnight guests compared to the high number of meeting rooms needed. The Board would need to look at this again in 2016 to prepare prior to the negotiations (potential new conference center/hotel in Naperville to look into).

Donna also looks at previous ten year history and compared the May 1st overlap and AP testing overlap. Can't go earlier in April b/c of spring breaks, can't go much later in May b/c schools are out, and there are graduations. College member attendance rates are affected less with May 1st vs high school member attendance affected by AP testing.

Results have always driven us to back to the Westin around the same timeframe.

Question was asked about increase in comp meals – sometimes speakers will need accommodations, meals; Linda, Donna and Pres-Elect, and NACAC rep all get comped.

Question was asked about the feedback we got from the last fee increase. Not much. Increased concern this year b/c we're pushing above the \$200 mark.

High school budgets are already set so that may affect whether they send people as they may be over budget.

Annie commented on the reality of doing business, we can't keep conference at current rate, will try to get ahead of this, hope to increase professional grants, will need to be diligent about watching registration numbers, also need to consider that our net worth is high so we need to be spending money on the right things that really help people and make a difference.

Even at \$210/person the meals per person aren't even covered.

Lianne mentioned that it's hard to find another CPDU granting conference for under \$200.

Allegra wondered about CEU credits; the annual conference does grant them.

Question was asked about whether there any other affiliates that tier their conference registration fees.

Wondering about tiering for underrepresented populations, but how would we decide? Some affiliates do that for their membership fees and we're planning to have that conversation for our membership fees.

Earmark grant money for specific people, made a push at separate times for CPS, in years past we'd give grants out and recipients would cancel the week before, sometimes people can't get out of their building.

NACAC is doing more grants for public schools.

DJ mentioned that Texas ACAC has a fund raising committee/initiative; is that something that we'd be able/interested in doing? Brings income in for opportunities like this.

Currently, Sponsorship/Advertising underwrites a lot of the costs.

We will get questions from the membership about how much money we have in the bank.

Avg 800 people attend, \$60 per person is fundraised for by exhibitors, sponsors, and advertising. This is the only reason we can charge less than the actual meal costs.

As an organization, we've never been more active and doing more programs to help students/colleagues and none of those programs/initiatives are bringing any money back in.

Expenses for salaries, stipends are substantially more than they used to be, have to keep a certain amount of money in the bank at all times.

If we get to a point where people can't afford it, need to look at offering fewer meals, shorten the conference, may need to do a membership survey to get feedback on a larger scale, and may need to ask NACAC about fund-raising.

A. Thompson motioned to approve the conference budget, L. Musser seconded.

Motion carried.

Past-President Report: (M. Dunker)

Credentials Committee: The Credentials Committee has been named. Will meet Thursday, January 8th, from 9:00-12:30. The meeting will take place at Concordia University.

Nominations Committee: The Nominations Committee has been named. Will meet Thursday, January 8th, from 1:00-3:30. The meeting will take place at Concordia University. Mike would encourage you to start thinking about possible nominations. We need to fill the positions of: President-Elect, Treasurer- Elect, two Delegate Directors and two Council Team Directors.

Past-Presidents' Council: In the process of scheduling a lunch meeting of the Past Presidents' Council. Looking at the first week in November and looking for a place to host this meeting for about 15-20 people, maybe ask Laura at Fenwick. Will give them an update on what's going on.

Leadership manual – have one committee's form in, feel free to send them in sooner than Jan 7th.

President's Report: (A. Kremer)

Thank you for the energy, creativity at LDI, great job working towards ideas and realistic goals. Marcie enjoyed the group's interaction.

The volunteers that we highlighted and circled from LDI just got an email from Annie regarding. Reminder about the volunteer process, respond to people within a week to let people know whether you need their help or not.

Got an email from the Attorney General's office regarding a similar situation that happened with mortgage debt relief scams, AG office is finding companies that are doing the same scam regarding student loans, will be reaching out to the Government Relations committee and Mike Rose (NACAC) and Jon Boeckstedt (DePaul), to find a group of people that may need additional education on these scams. Using information that has already been created.

Would like to do a webinar for our group and what we're advocating for/against. Attorney General contact may attend some of our District Seminars. How do we connect with those students as they're no longer connected to the admission office or the high school counseling office?

Question was asked about whether this is something that is going to the federal level, suggested reaching out to college financial aid offices in regards to loan counseling.

Cadre is being renamed the Speaker's Bureau. Retirees committee is working to rebirth this process, Media Communications is working with them to update speaker forms. Will send something to membership soon (mid to late October) to ask for experts or to show people how to ask for speakers. Dan and Sue Biemeret brought up the idea of vetting self-identified "experts." Suggested asking experts to get a reference or

endorsement for said presentation. Will want to create a survey afterwards to send to high school/organization to find out whether this presentation/person worked. Other option is to let it organically play out and still send survey.

Expert is a strong word, perhaps use knowledgeable or proficient. Ask people where they've presented before, and ask for years of experience. Hope this will be great outreach to the schools who identify themselves as needing help. Ok for us to nominate others just let them know or encourage them to fill out the form themselves. Need to keep data for the "experts" as well, send them a survey.

Immediate need for speaker help: Sept 25th 2-8 workshop for teachers, colleges finding the right fit with Kaz

Unfinished business:

Speaker's bureau will circle back with Project Reach recipients and those who made requests in the past year that fell through the cracks.

New business:

NACAC conference: approx.. 300 from Illinois attending National Conference as of now, suggestion of comparing numbers to St. Louis in 2010. IACAC will have membership meeting on Thursday, September 18 at 4:45 pm.

Emerging Admissions Professional session at National College Fair this year is Middle Management panel – advertising for those with 0-3 years of experience, Saturday, September 27th, 9:30-10:30. Attendees get a free NACAC membership for one year.

Committee Updates:

Send attachments via email of committee reports as well as putting them in the Google Drive.

College Awareness and Preparation (CAP): Great job Camp College, very cool video!

Credentials: See Past-President's report.

District Seminars: Augustana program is moving to WIU – Quad Cities campus.

Finance: Will meet Friday, September 19th at NACAC Conference, 2nd floor lobby of Omni Hotel from 8-10 am. Send agenda items to Courtney.

Government Relations: Met Friday will be sending more updates to membership, have identified 7 key issues, want to get more people to attend advocacy day.

High School Professional Development Ad-hoc: Changed chairs, Beth, Laura, and Stephanie will work to try something out at SI for high school counselors.

Illinois College Fair: Received great feedback for new calendar setup/map.

Inclusion, Access, and Success (IAS): First meeting is week after NACAC.

Leadership Manual Ad-hoc: See Past-President's report.

Media Communications: Just met, publishing articles as they come in, will recap in a full newsbrief 4-6 times per year, getting published like a blog, send a note 2-3 weeks before your event and do a recap 2-3 weeks after, news that affects IACAC is great too. Event pictures are strongly encouraged.

Membership: See Membership Chair report.

Mentorship: Sent out call for mentors, hosting a reception the night before the National College Fair.

Middle Management Institute: Set 1 and 3 year goals, will decide on host location at September meeting.

National College Fair: Need volunteers. Kudos to Highland Park High School students for video, got picked up by NACAC. Mentorship committee is having reception the night before, email will go out on listserv.

Nominations: See Past-President's report.

Scholarship: Sent call for volunteers, set meeting dates.

Strategic Plan Ad-hoc: Meeting at NACAC, looking at other affiliates, will talk about our weaknesses, want to send out membership survey.

Summer Institute: Met a week ago, have committee set, did a walk-through at Knox, working on a theme. Working to determine whether they can add a high school counselor track.

Summer Tours: Met with Matt and Natalie; having a non-refundable deposit helped; 40 people on bus. Communication from board is improved but would like micro-tours to be discussed at March board meeting, need to evaluate which tour is attached to SI, need to talk to Matt in advance, want to see if registrations can be sent directly to Linda, would like to create an online registration.

S. Szczepanski motioned to adjourn the meeting, A. Giuliatti-Schmitt seconded.

Motion carried.

Meeting adjourned at 3:40 pm.

Respectfully submitted by Erin Hoover, IACAC Secretary.