



**IACAC Board Meeting
Friday, November 7, 2014
Northwestern University**

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

Board Members Not Present: Brad Kain

Guests: Emma Adebayo, Zak George, Aliza Gilbert, Sarah Goldman, Marsha Hubbuch, Steve Landgraf, Megan O'Rourke, Dan Stasi, Paul Welsh

Call to Order/Introductions: *Meeting called to order at 10:07 am*

Thanks to Northwestern for hosting today!

Please add your travel expenses to the Donated Services Log.

Approval of September Board Meeting Minutes:

S. Szczepanski motioned to approve the June board meeting minutes, D. Eurales seconded.

Discussion

Erin Hoover has generously offered to send minutes via email and on Google Drive so everyone is able to review in a timely fashion. Going forward, all board reports should be sent via exec board listserv and posted on Google Drive. If you have any trouble or would simply prefer it, Erin will post committee chair reports to the Google Drive.

Motion carried.

Treasurer's Report (D. Eurales)

Sent via listserv

Accounting balances: total net worth \$644,173.35, up almost \$100,000 from last year at this time.

CDs are staying the same, 12 month CD did increase

Misc. accounts #301, prior year activities versus this year-CPS sent a check to cover conference expenses from last year
We are a financially healthy organization.

All previous treasurer's reports are available in the members only section on the IACAC website.

May need to look into deposits for MMI and check numbers again since some payments are made in previous fiscal year but actually apply to this fiscal year. Linda usually goes back and includes those.

A. Thompson motioned to approve the Treasurer's Report, L. Musser seconded.

Discussion

Overall net worth is much higher than last year at this time, accounted for between Spartan market and increased revenue from regional fairs (increase in fees and 3 additional fairs).

DeVone noted that we may not continue to see these increases in the Spartan market and may not increase regional fairs.

Motion carried.

Membership Report: *(A. Giulietti)*

1035 members vs 1224 at this time last year, down in all areas.

Talking with co-chairs about why numbers are down, renewal notices were sent later than in year's past. Linda commented that she's been receiving a lot of renewals lately so she speculates that we'll end up with similar numbers as in the past.

Data being obtained from survey given to past members who were not renewed. Many renewed earlier and on a case-by-case basis were able to become current. Should have some data on that survey at the next board meeting.

Courtney will reach out to CARR members to encourage more regional representatives to join.

Renewal notices need to go out much sooner and more often.

CBO's are captured in non-for-profit organization category, most of the numbers in that category are ISAC numbers. Might be beneficial to add a CBO category to connect to NACAC's encouragement of including CBO's.

There's a new "IACAC" – the Illinois Association for Child and Adolescent Counseling and ISCA had a box on their membership form for people to join that group. Many people have called Linda confused about that. Annie reached out to the ISCA President, Amy reached out to someone as well, and Beth has been in contact with someone.

Annie, Allegra, and Megan O'Rourke will get together and brainstorm some ideas.

Chief Delegate Report: *(L. Musser)*

As delegates, they prepared targeted questions for NACAC candidates. An Illinois member, Gwen Kanelos prevailed in the election and is a member of the NACAC board. Illinois membership meeting numbers were high at NACAC National Conference, let general membership know what delegates do and what issues are relevant at national and state level.

Updated by-laws:

People will hold ownership of their NACAC memberships vs ownership staying with institution. Updated SPGP regarding regulating international student recruiting agencies, NACAC did a webinar yesterday and it can be accessed on their website. NACAC has a publication they provide and resources on their website. Cautioning colleges on using agencies as their names could be used inappropriately.

Housing – institutions with limited housing should provide a refund of the housing deposit if the student decided to enroll at another school (by May 1).

High schools now have to include information on their attempted/repeated coursework policies; colleges will have to look to the school profile for more information.

Asked colleges to post something on website letting students know the wait time on receiving an answer from colleges.

<http://www.nacacnet.org/research/PublicationsResources/bulletin/2014Bulletin/10-22-2014/Pages/Committee-Corner.aspx>

DeVone noted the recognition, from many people (including new NACAC President-Elect, Phil Trout), on Illinois' thoughtful, strategic efforts and representation.

Delegates submitted proposal for Conference to educate membership on what we do.

President-Elect Report: (B. Gilfillan)

Conference:

Working on the idea of a conference app or more mobile-friendly website. Talking with Dan as well as a few vendors to see what our options are.

Encouraging members to submit proposals.

Volunteer form is live!

Session proposal deadline has been extended to Friday, November 14 and that's what they intended from the beginning. Annie encouraged board liaisons to reach out to committee chairs and encourage them to submit a proposal related to the work they do.

May be beneficial to add note on the website/proposal form letting people know that they'll only be allowed to present in one session but should encourage people to submit ideas. Maybe this should come from the program committee chairs? Megan offered to help write something to send to the listserv.

Keynote speaker is verbally committed, working on finalization. Has presented at other affiliate conferences and the reviews have been good. His name is Jon McGee and he's writing a book called "Educonomics."

Want to pursue candidate meet and greet idea again this year and need to find a better time for it: possibly during a session time, coincide with receptions, sit at same table; reserve a table in atrium; combine it with mentorship reception; add something at each lunch; change Wednesday start time; move everything up – put it before or after opening session; keep it first thing Thursday morning?

Want to be careful about the package it's presented in, since the candidates write statements on what they've done in IACAC, we don't necessarily need to hear their stances on serious issues that they don't know much about yet (until they actually serve in the role they're running for). Would make sense to combine it with the mentorship reception because of the nature of what mentorship does; introduce and connect new professionals to seasoned/involved ones. Don't need to have a formal program/introduction, just would ask the candidates to be there and mingle. Won't change the name of the mentorship reception, will just include a note indicating that the candidates will be there to meet and greet. May need to get additional drink tickets as they usually run out. Beth and board liaison will follow up with mentorship chairs.

High School Counselor Professional Development:

3 goals—

Compile a list of what's already offered for high school counselors for PD – eventually put this on the IACAC website Evaluate what's already out there and try to fill any gaps. For now, we are focusing on two things - Summer Institute - July 15-17 and Step-By-Step workshop (working with CPS now to see if they are interested). Right now, working on ways to keep costs low for SI – NACAC Imagine Grant, IACAC grant money (hopefully?) – other ideas? Ideally around \$150 (actual costs to run it is probably about \$250). Concern is that college professionals get their costs covered by their institutions whereas high school professionals won't and may be forced to pay out of their own pockets (and in turn won't attend unless it's very reasonably priced). Could bring a proposal to the board in January and March asking for a certain dollar amount to defer these costs, even if it's over budget, it can come out of the general board. Could consider asking colleges to sponsor people but want to be careful as colleges budget for professional development and require their staff members to go through certain steps for approval and may not have the extra in their budgets. Could do it but would like to combine funding from various sources. Targeting the people they'll invite/ask to public schools who wouldn't have this opportunity at all.

Start advocating for changes in the certification rules for school counselors – looking for college counseling class in the Master's programs.

One small sub-goal – change in language to “school counselors” versus “guidance counselors.” Encouraged people to refer to counselors as Professional School Counselors instead of Guidance Counselors. The reasoning is that “guidance” negatively implies that those counselors are limited to only offering career guidance. Many high schools still use the

term but haven't had the professional development to realize that Professional School Counselor is a more appropriate term. Similar to when people refer to Admission professionals as "recruiters" vs "admission counselors."

Past-President Report: *(M. Dunker)*

Past-Presidents Luncheon: The Past-Presidents' luncheon, which had originally been scheduled for Tuesday, November 4th, at College of DuPage, has been postponed. Only 4 Past-Presidents were able to attend on that date. Looking to reschedule the luncheon sometime in February. This will be after the first rough draft of the Leadership Manual will be finished. Would like to get their input before bringing the Manual to the Board.

Leadership Manual: Nothing new to report. As of Monday, November 3rd, only one committee has submitted their page for review (Thanks, Carin). A reminder to all committee chairs, delegates, council team directors and members of the Executive Board, all pages for the Manual are due by the January Board meeting.

Nominations Committee: Will have first meeting on January 8th in the afternoon, at Concordia University. Nominations are rolling in. Encouraged all Board members to nominate someone, or themselves for these very important positions.

Credential Committee: Will also have our first meeting on the morning of January 8th, at Concordia. Will have to make a couple minor changes in the by-laws to stay compliant with NACAC. Would also like some feedback on a possible proposal to this committee. Looking into the idea of changing the chairman of the Credential Committee from the Past-President to the most recent Past-President. Two years ago, removed the President and President-Elect from this committee. The way it stands now, the Past-President is then expected to come in and chair a committee that he/she has never been a member of. Since the most recent Past-President is required to be on the committee, thought it might be easier for that person to serve as chair since he/she will have a year's experience under their belt. This would also lighten the work load of the Past-President since we talked that the Leadership Manual would fall under their duties. Allows Past-Past-President to identify a President-Elect within the same profession.

Send Mike names for Patricia Kaskowski award fairly soon.

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

Thank you: Cannot thank everyone enough for their commitment and continued efforts for the organization. Have been in frequent communication with all committees and you are doing an outstanding job. This organization would not be what it is without your enthusiasm, dedication and continuous creativity to find new ways to support one another and students.

NACAC: Lianne provided an update of what took place during the Assembly, but we had a great showing of IACAC members who were both presenters and attendees of the national conference. Illinois had 36 presenters, 520 attendees, and 340 attendees at our membership meeting.

Project Reach: We received a wonderful "thank you" card and message from Truman Middle College. Will pass this around.

Volunteers: Our new volunteer form has been pretty successful and we have had 60 volunteers that have signed up since the middle of August. Will be reaching out to all of the committee chairs and board liaisons just to confirm that they are getting these notifications and inquiring about how the new system is working for them.

Speakers Bureau: The Retiree's committee has been working hard with their committee and Media Communication to get this program up and running. An email went out yesterday to all members with the form asking them to sign up to be a part of this program. The volunteer form asks members to identify areas they are most comfortable speaking to and also asks for a description of background, qualifications, and experience. After submitting the form, the volunteers will see a thank you page. It says "The committee will be in touch if a request fits your experience and your geographic area." The volunteers will be compiled in a Google docs spreadsheet that the Retiree's Committee will manage. They have already reached out to the Project Reach schools as this has been our first priority in terms of outreach at this time since we do not have a list of volunteers ready to go. Have added a page for the Speakers Bureau online with access to

the form, but do not have the ability for people to submit requests yet. Hope to have this up and running soon once we have a volunteer base built. Have already received 12 speaker forms.

Conversations with Attorney General's Office: Recently had another conversation with the Attorney General Office about several opportunities for collaboration with IACAC. They recently sent an email outlining what they can cover for a presentation. Have discussed collaborating and doing a webinar for IACAC members, having them present at District Seminars and co-presenting with Government Relations at Conference. There is one District Seminar that has decided to have them and the others will have their sessions outline and confirmed to the DS chairs by December 1st. Government Relations has been in touch with them and are working out the possibilities. We certainly want to take advantage of this if we can so we are encouraging engagement/education opportunities that would reach several different audiences.

Reach Higher Initiatives: The first challenge is the [FAFSA Completion Challenge](#), aimed at creating and fostering a FAFSA culture in high schools. Students and schools will use social media and videos to share how their community is coming together to boost or maintain high levels of FAFSA completion. If any of you haven't signed up – connect w/ your administration and do so. We'd love to have high participation in Illinois. First lady has hinted that she may speak at graduation of school that has best participation.

The second challenge is the [Near-Peer Mentoring Challenge](#), designed to encourage admission, student affairs and other relevant divisions to develop opportunities for underrepresented students to spend time on college campuses with their near-peers: students from similar backgrounds who are only a few years ahead. Colleges should submit short videos documenting their programs. Sent this message to several of DePaul's campus partners to see if they have anything on campus they would like to showcase. Didn't have anything specific that they're doing in admission, but thought it might be a good way to get the word out about the good work being done. Some others may want to do the same. Full details are available at the following websites:

FAFSA Completion Challenge: <http://www.whitehouse.gov/reach-higher/fafsa-commencement>

Near-Peer Mentoring Challenge: <http://www.whitehouse.gov/webform/submission-form-take-near-peer-mentoring-challenge>

Reach Higher website: <http://www.whitehouse.gov/reach-higher>

Strategic Plan: The Strategic Planning Ad Hoc Committee had their first meeting during NACAC to iron out some of the next steps. Determined the next biggest thing would be to survey the membership. Worked together looking at what several other affiliates had done and added some of own questions to create a 10 question survey. Went out today. Asking members to send back their responses by Nov. 19th. Committee will meet in January to discuss the results and start comparing this with the results from the committee SWOT analysis they did in August to develop themes and objectives. Look forward to keeping you abreast of the plan as it develops and will be presenting draft at the conference this spring during a session to gather any additional feedback before finalizing things over the summer and putting things into action in the fall of 2015.

Unfinished business:

Membership Brochure: passed around sample, asking for feedback, may ask Sherry to update this for us.

New business:

Sharing the Dream Conference Proposal from Aliza Gilbert: Todd and Aliza went to a conference at University of Washington for a one day conference thanks to the Finance committee's approval. Decided that Illinois should do a conference here.

Shared proposal document for a 'Sharing the Dream' conference that will share information and resources with high school and college counseling professionals on the issues that impact undocumented students in their pursuit of a college degree. Proposal outlined planning committee members, conference goal, target audience, site, date, registration fees, schedule, sessions, budget, financial support requests, benefits to IACAC, and committee calendar.

Asked IAS for feedback and they didn't feel like they could/needed to take this under their initiatives and were fine with it being its own entity. Estimating 150 attendees. Will be at University of St. Francis. Attending a conference this week at DePaul to secure some additional speakers. Had some conversations with CPS, they wanted to partner on a workshop, just for CPS but Aliza and Todd wanted to extend it further so a CPS member declined to join this committee.

Asking IACAC for \$2,000 and will apply for an Imagine Grant (\$2,000). Conference is not intended to generate revenue.

S. Wochner motioned to approve proposal, S. Szczepanski seconded.

Discussion

Question about granting CPDU – should be able to.

Will need additional financial resources to include Dan's budget in the IT costs.

Question about what they'll do about whether they don't get the Imagine fund. May come back to IACAC.

S. Wochner amended his motion to approve funding up to \$4,000, C. Wallace seconds.

Motion carried.

Budget Proposal Tutorial:

Want to make sure that committee chairs get this information. Treasurers will send to chairs and liaisons.

FY is June 1 through May 31st – asking for requests for what committees plan to spend June 1, 2015 – May 31, 2016;

Deadline for submissions is January 15, 2015, submissions will be reviewed February 5, 2015.

Committee chairs FAQ:

Am I a revenue generating account or an expense account? Committee chairs should access the budget and know which they are and their purpose for IACAC. Committees that are revenue-generating accounts need to understand what was expected of their committee in the previous year and cannot budget to spend all of their revenue.

Examples of good budget proposals were passed around, will be sent to committee chairs, and board liaisons will be copied.

Extremely helpful for committees to research ahead and provide context and details.

Committee chairs should always review and submit their budget, whether they are requesting a change or not.

Encouraged liaisons to tell committee chairs to be detailed, strategic, and thoughtful. Template will be sent out via email. Treasurers will send details of each committee to the liaisons so they can see what the committees did last year.

New this year: every committee will need to include their "Dan Dollars" in their committee budgets; Linda can provide them with updated information.

District Directions:

Western ACAC adopts a public high school district to help with membership fees, training/development. College Board participates/supports with education. Partner colleges help as well. Coordinators in Western ACAC have invited Annie and Beth to observe their program this coming January. Not necessarily proposing to do District Directions back here yet, just get some intel. Attending and observing would be beneficial this year for high school SI track implementation and potentially Project Reach. Estimated about \$1,500 (high-end) total for Annie and Beth to go to San Diego. Not sure what cost will be to actually implement a program like this here, Western ACAC has sponsors for their program. Schools get out of program: school specific data, goal setting, test score data, training, etc.

M. Dunker moves to cover expenses for Annie and Beth to attend, D. Eurales moves to amend the motion to cover registration and travel expenses, A. Thompson seconded.

Discussion

Question about impact of a one day program long term; unsure what the end result will be of this observation.

Could benefit in more ways than just a one day program – membership benefits, downstate outreach in a different way.

Could talk to some schools in advance of their attendance to have better understanding on how it has and/or hasn't worked.

Motion carried.

Project Reach Update:

Previewed their plans/proposal for becoming a standing committee. Will submit a formal proposal at the January board meeting. Board members should review document prior to January meeting to be better prepared to address the parameters of making Project Reach a standing committee. Send suggestions, questions, and comments to committee chairs: Marsha Hubbuch, Emma Adebayo, and Chris Wolf.

Social Media:

Media Communications is working on preparing a plan/timeline for committee chairs that outlines what/when expectations are for social media, promotion, newsletter, etc.

Government Relations Update:

Paul Welsh introduced Dan Stasi, Executive Director of Coalition of Illinois Counselor Organization (CICO) to educate us on where we might be able to impact our state as an organization.

They look into education ideas and mandates. Illinois has very, very few mandates. Other states have some counseling services mandates but few mandates on counselors.

Passed out handouts on Bruce Rauner's (new Governor-elect) 5 proposals for Illinois education reform and the impact of Illinois' education funding overhaul.

Suggested that if there is some legislation that IACAC wants to impact, a part-time lobbyist could be hired.

Committee Updates:

Admission Practices:

Would like feedback from the Executive Board on the use or need of the IACAC Admission Practices & Courtesies (<http://www.iacac.org/about/spc/>). It appears that this document has not been updated in a while, and before we begin that process as a committee, we would like your guidance on how and if this document is used, as well as any history related to its creation. Does the NACAC SPGP cover most of these practices and courtesies? Annie will follow up with Mike, may fall under credentials.

College Awareness and Preparation (CAP):

Looking for volunteers for College Goal Sunday.

Conference:

See President-Elect's Report.

Credentials:

See Past-President's Report.

District Seminars:

See report for schedule/assignments. North-West is now set at Dominican.

Finance:

Government Relations:

High School Professional Development Ad-hoc:

See President-Elect's Report.

Illinois College Fair:

Inclusion, Access, and Success (IAS):

Leadership Manual Ad-hoc:
See Past-President's Report.
Media Communications:
See above.

Membership:

Mentorship:

Middle Management Institute:

National College Fair:

Nominations:

Professional Development Grants:
Check report for grant deadlines. Will receive an extra grant for transfer initiatives. Opened grant opportunity for people to attend AACRAO conference.

Professional Liaison:

Project Reach Ad-hoc:
See above.

Retirees (part of Membership):
Don't forget to sign up for Speaker's Bureau.

Scholarship:

Strategic Plan Ad-hoc:
Don't forget to respond to the survey.

Summer Institute:

Summer Tours:
Ready to go, December 1, working on online registration.

S. Szczepanski motioned to adjourn the meeting, L. Musser seconded.

Motion carried.

Meeting adjourned at 2:23 pm.

Respectfully submitted by Erin Hoover, IACAC Secretary.