



Executive Board Meeting
Friday, September 6th 2024, 12:00pm-3:00pm
Virtual

Board Members Present: Annette Braden, Paul Welsh, Meghan Chrum, Chrissy Grotzke, Rebecca Johnson, Christian Brown, Michael Gavic, Gracie Covarrubias, Scott Carlson, Kathryn Hankamp, Erin Hoover, Mike Ford, Kate Moody, Lauren Yates, Tara Brewer, Cody Dailey, Shawn Wochner, Evan Wilson, Ashley Brown, April Lynch.

Board Members Not Present: Kristina Luster, Maira Rodrigues, Rejeannda Robinson

Guests:

Call to Order Annette Braden, Meeting called to order at 12:05pm

Approval of 6/21/24 Executive Board Meeting Minutes: *(Scott Carlson)*

S. Carlson motioned to approve the 6/21/24 executive board meeting minutes. S. Wochner seconded. Motion carried.

Executive Director Report (Erin Hoover)

- Following up with everyone who didn't attend LDI
 - Hosted three group sessions for LDI non attendees, more sessions coming next week.
 - Every new committee chair has been added to the groups so that they have access to volunteers, etc.
- Updated YM admins in committee groups
- Setting up monthly budget emails for committees through Quickbooks.
- Researching
 - Health insurance for Executive Director
 - Rebranding working with new Digital Marketing Director, Mike Ford. Press release announcing Mike's new role was shared with IACAC the first week of September.
 - Org insurance, Executive Director is reviewing new options.
 - Working with an accountant for audit preparation.
- Digital ads for IRCFs, NextGrad, survey automation.
 - Digital ads are a new initiative in place of postcards, however, some IRCF schools requested to use postcards.

- NextGrad: Partnership with NextGrad will allow us to collaborate and drive traffic towards IRCFs. In exchange, they will be exhibiting at our conference in the Spring.
- Survey Automation: We were concerned that fair hosts were not sending out surveys post-fair, at the last five minutes of the fair, participants will receive a survey to fill out about the fair. This will alleviate additional responsibilities for hosts and offer more feedback.
- Met with board directors during LDI re: [strategic plan](#), presenting draft at November meeting
 - A final draft will be available at the November Executive Board meeting. A draft will be shared in advance of the meeting for feedback.
- Working with M. Ford on [priorities](#)
 - Executive Director and Digital Marketing Director meet weekly on Tuesdays to discuss strategy and continued development of marketing goals.
 - The Digital Marketing Director is meeting with committees to update and share information across social channels.
 - Conference logo
 - Sponsor & Exhibitor registrations
 - Card to distribute at NACAC
 - Communication timely to calendar
 - Social media strategy

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.

Treasurer Report (Christian Brown)

- Quarterly report will be available in November. You can review the last report here: [Full History of Treasurer's Report](#)
- NACAC Related Travel Expenses Update
 - With increased prices of travel associated with NACAC, requests for hardship funding will be reviewed on a case by case basis.
 - Reach out to the Treasurer directly for any financial assistance requests.
- Record Donated Services at <https://www.iacac.org/donated/>

Past Treasurer Report (Mike Gavic)

- No report.
- No meeting requests from the Innovation Fund.
- Continuing to offer support with any request updates that come along.

President-elect Report (Chrissy Grotzke)

- First meeting will be at the end of October.
- Mark your calendars, the conference dates are April 23-25 - Embassy Suites in Peoria.

- Assistance at NACAC in Exhibitor Hall
 - NACAC attendees from the board are asked to network with exhibitors at NACAC to find potential exhibitors and vendors for our IACAC conference.
- NextGrad Partnership
 - An in-kind swap will be done as part of this partnership to support us in the promotion of IRCFs fairs in exchange for exhibiting at IACAC this Spring.
- Conference Attendance
 - The President-elect suggests additional outreach to counseling teams and schools to help drive traffic to Peoria. Given the nature of a more rural conference location, more outreach for the surrounding schools via email blasts to promote the conference. One day registrations can offer additional flexibility for school counselors in the area to attend. Reiterating dates to counselings in the area as early as possible is helpful to counseling teams in the area, budgets have been built so conference promotion to these populations can begin now, as opposed to waiting until Spring.
- We are looking forward to future conference locations. The event planner is working on getting information about contracts at different locations.

Past President Report (Paul Welsh)

- Heads of the Four Families
 - The objective of this group is for multiple associations (IACAC, ISCA, ILASFAA and ISAC) to come together to host an event, potentially a Super Conference in Illinois. We are working with our event planner to review contracts with other organizations conferences to determine ideal opportunities for collaboration.
- NACAC Los Angeles
 - If you are attending NACAC on behalf of exhibitors, please go with the objective of helping raise money for the association. Plan to dedicate time to be spent in the exhibitor hall.
 - IACAC Membership event: Thursday, 9/26/24, room 403
 - Exec Board dinner at [Good Clean Fun](#): Thursday, 9/26/24 8PM
 - Intentional Community at NACAC
 - Meghan Chrum and Past President, Paul Welsh, are proposing a more thoughtful way to build community amongst IACAC members at NACAC by creating a Group Me to coordinate plans
 - https://groupme.com/join_group/103077669/mQTjZnCX
- Credentials Committee
 - Ad Hoc Committee to Explore For-profit Voting Membership research done. Expect a report from the Credentials Committee by the end of September. Research has been completed, this group is working to provide an updated report.
 - [Instructions](#)
 - Bylaws to be reviewed/updated
 - Filling vacancies
 - Presidential succession
- Nominations Committee
 - Expectation of Exec Board: Cultivate and nominate members. We must find the next generation of leaders within the association. It is the expectation that the board works to identify and nominate candidates for the board.
 - Nominations goals for 2024-25: Full slate including President Elect *and* President

President Report (Annette Braden)

- [September President Report](#)
- Committee Chairs
 - All spots filled, with exception of one SIG Committee Co-chair and Scholarship.
 - Spoke with Mariya and Mike at LDI
 - New opening on Scholarship Committee as of 9/4
- Working with the Executive Director to plan virtual meetings with all committee chairs throughout September & October with the objective of updating manuals by October 1st.
- Leadership Development Institute
 - 40 in attendance
 - Erin conducting virtual sessions with those absent
 - Was great to see and connect with everyone there!
 - Thank you, Erin, for all the details, as well as the IACAC nuts and bolts everyone needs to know! Lunch was fantastic. Thanks also to Paul and Chrissy for sharing your activities, roles, and knowledge.
 - PD Hours coming
- Illinois Convening Update
 - NACAC has been asked by the Joyce Foundation, with support from the Crown and Circle of Service Foundations to assemble an equity-focused convening of college admission counseling practitioners in Illinois.
 - Goals for this convening include:
 - Examine the impact of the Supreme Court's race-conscious admission ruling and the FAFSA fallout on college access, advising, and recruiting
 - Identify challenges to expanding equity in the current landscape
 - Identify promising practices for college access, advising, and recruiting among Illinois schools, CBOs, and postsecondary institutions
 - Impart actionable next steps for practitioners, institutional leaders, and policymakers to improve equity and access to postsecondary education
 - IACAC will receive \$10,000 to assist in coordinating attendance for the event
 - Scheduled for December 9th at UIC
 - Once the agenda is finalized Kristina will communicate with the Board and we can get info out to our membership and encourage them to share the invite with other associations, groups, and practitioners.
 - Many thanks to Kristina Luster for taking the lead on this.
- Next Board Meeting
 - November 8 @ McKendree University
 - [RSVP here](#)

Membership Report (Sarah Goldman)

- Numbers were last updated in July and we were still up in almost every category compared to the same time last year.
- With the new membership cycle beginning in June, and schools just getting back in buildings last month we anticipate numbers to stay steady.
- There have been a few emails to the committee for updates to memberships or general questions.
 - The committee would like to request assistance with access to the membership database for cases when we need to check things to answer general questions

- Annette has approved a 4th chair for this cycle as Sarah and Alex are both scheduled to roll off this year and Sylvia is beginning her second year.

Old Business

- [Courtney Wallace Memorial Initiative](#)
 - This proposal includes a list of four ideas that can commemorate Courtney's legacy.
 - Proposal Idea #1: We would like to put forth two proposals for the board and committee chairs to consider. (Proposal #1 may already be complete, but folks want to ensure it's 'enshrined')
 - Formalize the Mentorship Committee "Mentor / Mentee Match of the Year" to be an official IACAC Award, presented each year at the IACAC Annual Conference.
 - Name the aforementioned "Mentorship Mentor / Mentee Match of the Year" award to be the Courtney E Wallace Mentorship Award'
 - Proposal Idea #2: Courtney E. Wallace Elevate Grant Purpose: Courtney Wallace was a doer in every sense of the word. Courtney co-spearheaded what would successfully produce a one-of-kind, women-centered, professional development experience that would not only go on to catch the eye of some of our professions biggest players, but improve the professional trajectory of many of the women who participated in Elevates inaugural cohort. With this proposal, we seek to offer recommendations for how IACAC might move forward with honoring the legacy of Courtney through an Elevate themed grant opportunity named in her memory.
 - Proposed Grant Details:
 - Up to nine grants are offered each year. One grant designated for each of the nine districts to ensure all areas of the state are served.
 - Grant covers registration cost for Elevate and up to one night's lodging nearby the event location.
 - Proposal Idea #3: Courtney E Wallace Unsung Hero Award Purpose: Courtney Wallace was known for championing the "unsung heroes" of our profession. She could often be found encouraging younger admissions professionals and was intentional to uplift the voices of budding professionals within our field. This award would be set forth to recognize members who do great work from behind the scenes.
 - Proposal Idea #4: Molly K Arnold Presidential Service Award Rural Designation Proposal: Courtney grew up in a rural community and deeply cared about professionals that serve those communities. She was always happy to help anyone who asked but took special pleasure in helping those from rural communities. With this in mind, we would like to have one of the five Presidential Service awards be dedicated to a rural counselor and that one award renamed in honor of Courtney. The award parameters will remain the same.
 - The proposals have been brought forward by:
 - Past President Megan O'Rourke, Providence College
 - Past President Julie Nelson, Xavier University
 - Past President Anne Kremer, Carnegie
 - Past President Carin Smith, Beloit College

- Stephanie Dugo, Saint Louis University
- Sarah Goldman, University of Oregon
- Rosa Reiber, Marquette University
- Josh Stober, D300
- Zachary George, StriveScan
- And countless others
- Discussion:
 - What is the timeline for moving forward with one of the proposals?
 - The goal would be to vote on one of the proposals at the November board meeting.
 - Feedback is welcomed and Christian and April are available to take feedback and additional ideas prior to bringing this to a full board vote in November.
 - Many folks have worked collaboratively to develop the proposals including the folks below:
 - Elevate - Proposal developed by Megan O'Rourke
 - Unsung Hero - Proposal developed by Tony Minestra.
 - Molly K Arnold Award - Proposal developed by Julie Nelson and Megan O'Rourke
 - The Unsung Hero Award is open enough that it allows for anyone in their career on both sides of the desk to be recognized. This award would allow for folks of all gender identities to be honored. Considerations for this award include
 - Regarding the Elevate grant, there is a danger of the Elevate program evolving or changing formats which could affect the way this grant is used to commemorate Courtney's legacy. The survival of this program is dependent on many factors, including our financial limitations.
 - The Molly K Arnold Service Award Rural Designation could allow for more folks from rural areas of Illinois to be recognized and engaged in our organization.
 - A thoughtful discussion amongst the board regarding the proposals has occurred that has centered Courtney's memory, IACACs priorities of inclusion and ways to honor the work that folks in our organization do for our students and colleagues.

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

- Idea to add volunteering sign up to membership application. (April Lynch)
 - Offering volunteers opportunities that are based on people's strengths. Ideally we would have a smart form offering additional options for volunteering based on the volunteers self-identified strengths.
 - Additionally, we can ask potential volunteers for growth areas to help more intentionally assign tasks.
 - Another consideration is providing a place to showcase volunteers on the IACAC website to better honor those who are dedicating time to the organization.
 - The initiative will be referred to the committee and they are tasked with exploring how to carry out the idea. This is the work of the committee.
- Professional Connections - Meghan Chrum

- The relevancy of the Speakers Bureau at this time is questionable. Carin Smith was previously the champion of the Speakers Bureau. As of today, the Speakers Bureau is not being sustained. Meghan Chrum is asking if a committee in general wants to make changes to their programming needs board approval? The committee would like to stop Speakers Bureau programming. CARR currently has their own iteration of the initiative creating duplicitous work amongst both organizations.
- In lieu of the Speakers Bureau, the committee would like to move forward with virtual programming, offering webinars throughout the year to offer for the IACAC membership on different topics
- Committees are empowered to make decisions in the best interest of their committee, they do not necessarily require board approval.

A. Lynch motioned to adjourn. S. Wochner seconded. Motion carried. Meeting adjourned at 1:45 pm.

Respectfully submitted by Scott Carlson IACAC Secretary