



Membership Meeting
 Tuesday, April 15th 2025
 Zoom
 10:00 am

239 attended

Call to Order (Annette Braden) Meeting called to order at 10:09 am.

Approval of Minutes

J. Stober motioned to approve the 2024 Annual Membership Meeting minutes as written. B. Hodges seconded. Motion carried.

Membership Report (Sarah Goldman)

MEMBER TYPE	4/30/25	3/31/25	2/28/25
TOTAL TEAMS	670	669	655
TOTAL INDIVIDUALS	2336	2324	2291
TOTAL MEMBERSHIPS PURCHASED	2673	2666	2620
TOTAL NON-MEMBERS (may include duplicates)	4559	4493	
Unused Memberships	337	342	329

- [Membership Report](#)
- With the membership year changing a few years ago, team account holders have recently started receiving notices to renew their team and individual memberships. Our membership year ends on May 31, 2025—in just a few weeks (emails have already been sent to team account holders)! Please check in with your team account holder to renew as soon as possible if you have not already done so.
- The member numbers shared are current as of March 31, 2025, and I will be comparing them with our membership numbers from March 2024.
 - College & University - 1,032 members representing 382 institutions.
 - High School - 1,105 members representing 361 schools.
 - Related Educational Service (breakdown on screen) - 229 members.

- Overall, we are up 20 members compared to last year, and our total membership stands at 2,366. It's great that we're up, but it's important to highlight that we're down in both Illinois institutions, down 36 and 39 college members overall.
- 342 memberships have been purchased by teams and organizations, but are currently going unused. As a reminder, team account holders purchase individual memberships for which the individual member must then register. We know that some of these vacancies are due to mid-year job changes, and some are related to purchasing the maximum number of memberships within one tier of the new structure. We also know some folks haven't activated their membership accounts yet, and we are working on connecting with team account holders to address that. If you have questions about this, please contact the membership committee!
- A New Membership Website/Portal is coming soon!!! Higher Logic—We now track and review trends within our membership data monthly. If you are interested, you can access member self-reported demographic data on the last tab of the membership report.
- This data is important for us to track to highlight our blind spots and ensure our programming aligns with who we are as an organization. We know this information isn't as accurate as it should be, so please be sure to access your personal membership profile and update it every summer or on the same day every year—or before the next session! It matters and has a direct impact on our work as an organization.
- I am also excited to report on the progress of our first year of the new partnership between IACAC and the extraordinary school counselors and college & career coaches of Chicago Public Schools.
- Since last June, the membership committee and the CPS/IACAC Ad-Hoc Committee have been collaborating with the CPS Office of School Counseling and Postsecondary Advising, led by Executive Director Dr. Heidi Truax, Director of School Counseling Gretchen Rhodes, and Director of College Pathways, Brian Harris.
- As a reminder, at the November 2022 board meeting the board approved a plan for an agreement with the Office of School Counseling and Postsecondary Advising that will offer every high school counselor and college and career coach employed by CPS the opportunity to become a member of IACAC at no cost to the individual counselor or coach.
- The Office of School Counseling and Postsecondary Advising has agreed to purchase 600 IACAC memberships for school counselors and college/career coaches at a cost of \$20 per membership, for a total cost of \$12,000 per year, or an investment of \$36,000 over three years.
- In return, IACAC will reinvest those funds into professional development opportunities for CPS counselors and coaches, allowing them to apply for grant funding separate from general IACAC grant funding. Because of this agreement, we funded 44 counselors to attend this conference. As you can do so, please stand or give a wave, CPS counselors! We are thrilled that you are here!
- Our goal is to spend the next several years building relationships, forming partnerships, and demonstrating the benefits of IACAC membership to CPS administration, counselors, and coaches while simultaneously establishing that IACAC is in a better position to advocate in Springfield and support all of its membership when CPS counselors and coaches can share their knowledge and expertise.
- This has been an exciting year for the Membership committee, and I am grateful for the board's support as we navigate our new partnership with CPS and benefit from the influx of wisdom, talent, and energy that these new members bring to our great organization.
- As we approach the end of the membership year on May 31, I want to take a moment to reflect on the significance of our membership and its impact on our organization and our profession.
- While it's encouraging to see our membership numbers increase compared to last year, it's important to acknowledge the challenges we face, including a decline in volunteerism both

within our organization and across the country. Decisions are made by those who show up. By actively participating in IACAC, you have the opportunity to shape our organization's direction and advocate for our profession's needs. Without your voice in the conversation, we will never know how high we can reach or how far we can go.

- I want to emphasize the benefits of being a member of IACAC and the importance of investing time in professional organizations. Personally, I have made lifelong friends through IACAC and have received new job opportunities because of the work I've done with the organization. The connections and experiences I've gained have been invaluable to my career and personal development, and I encourage anyone who wants to do a better job serving students to consider joining a committee if they haven't done so already.
- We have seen an increase this year in school districts no longer willing to financially support IACAC memberships and asking school counselors to pay out of pocket for their memberships. While we recognize that asking members to pay for their own memberships is a burden, we also strongly believe that IACAC helps all our members be better counselors and advisors to students and families and better professionals in general. The resources, networking opportunities, and professional development offered through IACAC are worth the investment!
- As we look ahead to the future of our organization, I challenge you to consider the impact you can make by actively participating in IACAC. Whether it's joining a committee, attending conferences and seminars, or simply staying engaged with our community, your involvement is vital to the success of our organization and our profession.
- Thank you for your continued support and dedication. Together, we can ensure that our organization remains a vibrant and inclusive community that empowers counselors and advocates for students across Illinois and beyond!
- Higher Logic is an incredibly intuitive software that will constantly monitor the behavior and actions of our members in order to provide each of them with a personalized experience. In a simple example, no one who has already registered for an event will receive a reminder to register automatically; in our current software, that was a manual process. From a more sophisticated lens, HigherLogic will know when a member hasn't logged in within 30 days and auto send a we miss you email. Higher Logic reduces the number of clicks it takes a member to get where they want. Their listserv is straight email to email, no login needed to respond (but upon login, a depository of exchange is accessible). Content from our site is automatically curated into an AI smart newsletter. Gamification, mobile app, 99% email delivery rate!, automated campaigns based on activity and inactivity, engagement scoring to help identify hyped members as well as those in danger of falling off our radar.

Treasurer's Report (Christian Brown)

- We have continued our financial reporting on a Quarterly structure for the organization, allowing us to better compare our financial health year over year and at specific points. We will also present an official end-of-year fiscal year report when we reach that time, which will adequately close out the 24-25 fiscal year and close the loop on the budget. Last year, a clearer version of the Treasurer's Reports was produced, so we hope membership has found these documents much clearer and easier to follow. In an effort to streamline processes for our volunteers, each committee also receives a monthly report with its budget reflecting live data.
- As for our 2024-2025 Final Report, our treasurer-elect, Rebecca Johnson, and I will be excited to share that document with you after June 1st.
- All Quarterly Reports for this fiscal year are available in the Members section of the IACAC website under Financial Documents. You can also find these documents linked in the "membership meeting" section of the email Annette shared this morning. I am happy to report

that the net worth of the organization on March 1st was \$939,503.94. Compared to last year at the same time, our net worth was \$942,960.33.

- Donated Services' current status:
 - According to our most recent calculation, we totaled \$13,294.83 in donated services. I know that many of our Exec board members, committee chairs, and committee members go above and beyond to donate their time and dollars. To that, the Treasurers, Finance Committee, and the IACAC expense budget want to share a HUGE thank you to each of you and your institutions, especially during the daily budgetary uncertainty felt by many of our workplaces. We know this amount isn't as accurate as it could be, and in fact, it is quite a bit lower than it was this time last year, despite the increased efforts of volunteers through the dedication of their time and energy. Therefore, we encourage members to submit their donated services by the end of May so that we can capture an accurate reflection of your work.

C. Brown motioned to adopt the 2025-26 budget as presented online. L. Kizer seconded. Motion carried.

- It is imperative to acknowledge the financial hurdles we've encountered in recent years. In response, we continued this year to undergo a comprehensive reevaluation of our practices to ensure alignment with our mission: to bolster counselors in their vital role supporting students while fortifying our organization and its member base. I take pride in our achievements thus far and am enthusiastic about our forward trajectory.
- Expense side of the budget request:
 - Proposed budget for the upcoming fiscal year: At the bottom right side of the page, you can see that our total proposed operating expenses for the 2025-26 fiscal year are budgeted at \$315,501.00. This request represents an approximate 10.5% decrease in expenditure requests over this current fiscal year. As our organization transitions into its post-surplus era (a point I will provide more details on when we cover the income side of the budget), it is pertinent that the finance committee and the Executive Board remain steadfast in our commitment to fiscal responsibility. Unlike the previous year, we have finally spent down our surplus, a goal that we set to accomplish and achieved as needed in order to protect our organization's non-profit status. During this time, we were able to fulfill our committee and operational needs as encouraged by membership. As our organization has evolved, so have our fiscal needs and responsibilities. And, it is more important now than ever for us to stay dedicated to rigorously examining our spending each year to strive for a balanced budget, all the while prioritizing investments in our programs, services, and, most importantly, our members.
- Specific item considerations:
 - Scholarships - Our organization previously aimed to use our surplus account for meaningful initiatives, including scholarships. However, as we enter a post-surplus era, we can no longer fund scholarships, so they will be removed from the 26-27 budget cycle. If we face a deficit at the end of the 25-26 budget cycle, we will use funds from our Fidelity account to cover this.

- Digital Resources - To reduce expenses for our organization, we have eliminated certain support subscriptions, including Scribe. While these digital tools are helpful, they are not essential for our organization's work. You will also notice that Kaleidoscope has been removed, as this system was primarily used for the scholarship application review process. This change saves our organization nearly \$5,000.
- General Board - The winter board meeting meal budget is set to zero as the meeting will take place virtually. We are eliminating the Exec Board meeting expense at NACAC, which saves our organization \$2,000. Going forward, we suggest funding travel only for the board members who need to attend the NACAC conference, which aligns with our bylaws, indicating that seven people require travel support.
- Travel - Travel expenses were quite high last year due to the number of individuals supported by IACAC for travel to NACAC. Based on the new fiscal policy, travel expenses will decrease significantly, resulting in savings for IACAC. This year, you will notice that more reimbursements have been requested for travel to board meetings since these meetings have been held throughout the state; we support this, as it benefits our volunteer leaders.
- Insurance - In simple terms, insurance rates are significantly lower this year compared to previous years. Thank you, Erin Hoover, for diligently monitoring our rates and identifying opportunities for savings in this area.
- LDI - We reduced the program budget to \$1,300 and supplemented this funding by using our NACAC GAIN funds.
- Office Operations - The signage budget has increased due to rebranding (\$2,000). We have also saved \$3,500 through QuickBooks. Special thanks to Erin for helping our organization maintain low operating costs, as we are happy to note that these costs account for only 11% of our total budget.
- Salaries - A 3% cost-of-living increase is being recommended for our Executive Director. The Chicago Association Management company, used to support clerical and other tasks needed by our organization, has a monthly rate that rose to \$3,000, while the salary for our Digital Marketing Coordinators remains unchanged. It is recommended that we seek an Event Planner for the 6-8 weeks leading up to the event, potentially at half the cost. Currently, 54% of our budget is allocated to salaries, whereas the general guideline suggests that 65% of operating expenses should be for programs and salaries.
- Education & Ethics - This committee, formerly known as Admissions Practices, did not previously have a budget. Now reimagined as a committee, it will officially travel to other IACAC events, supporting our programs related to education and ethics (such as District Seminars, etc.). Their modest budget will be used to fund travel to these events, with all mileage reimbursed at the non-profit IRS mileage reimbursement rate of .14 cents per mile, which aligns with IACAC's updated mileage reimbursement rate per fiscal policy.
- Finance - Due to the reduced number of IACAC members attending NACAC on behalf of the organization, we removed \$500 for the committee dinner

that has historically taken place at NACAC, as this will not be necessary for the next fiscal year.

- Government Relations - Consolidated the travel and lodging budget into a total sum accessible to all attendees, not exclusively the chairs. Eliminated all National Advocacy funding for 25-26, with the possibility of reconsideration for 26-27.
- Mentorship - Transferred the award budget to the General Board. Modified the meetups budget and suggested they take place alongside Executive Board meetings. Eliminated the snacks budget.
- Professional Development Grants - To cut costs, the total available grants were reduced, aligning with the actual number of grants requested each year. Furthermore, the counselor challenge grant is now restricted to only registration fees.
- Income-generating accounts.
 - The proposed income totals \$308,232.00, resulting in an expected deficit of \$7,269.00. Unlike previous years, we no longer have a surplus account to cover this deficit. Although this is neither an ideal nor sustainable situation for our organization, we believe our proactive budget evaluation will help us identify savings and sustain our operations in the short term. We are also actively pursuing external revenue sources, such as non-profit grants and discounts, while reassessing our current fee structure and the expectations from our income-generating accounts. Furthermore, we plan to spend the upcoming months initiating discussions about revising the reserve fund language in our fiscal policy, as we have a minimum balance requirement that may not align with our organization's current needs. In the interim, while not ideal, we can access our Fidelity account and pull funds from these sources if needed. Please know that we will use this option as a last resort only after we've exhausted all other options.
- A few items to note:
 - The Illinois College Fairs - The Illinois College Fairs remain our top income-generating program. Adjustments to the cost structure and Strivescan coverage have enabled us to continue serving our students and attending institutions while maintaining a healthy revenue line.
 - The Illinois National College Fair - First, a huge thanks to the committee and volunteers who helped plan another incredible Illinois National College Fair this year. We plan to continue offering this program annually in a way that doesn't interfere with or create unnecessary challenges for our students and colleges. Due to lower attendance in 24-25, we have adjusted our anticipated projected revenues to \$22,200. We believe this is a more realistic amount, and we are hopeful that the college fair will exceed our projections.
 - District Seminars - Although it is a valued program within our organization, attendance at these events has steadily decreased. Therefore, we have reduced the expected income for these events to better align with reality. Additionally, we also increased the price by \$5 for members, \$15 for non-members.
 - IAS - Raised the Sharing the Dream fee from \$37 to \$59, as the unconventional number helps Erin Hoover categorize more quickly in

QuickBooks. This event is distinctive and offers valuable resources for participants, and we believe it is worth the new price point at which it is set.

- Membership - Membership renewals are currently underway. The finance team advises a dues increase for the 2026- 2027 fiscal year. Additionally, we plan to suggest the formation of a CPS ad-hoc committee to conduct surveys assessing the success of the CPS rate implemented a few years ago.
- MMI - Increased registration fees by \$15 for members and non-members.
- Elevate - While this program is currently on hold, many agree that it is a highly valued initiative within our organization. Therefore, we have allocated \$300 for a committee/program “revival” meeting.
- Transfer - Registration fees for this event have been raised. This event significantly serves our members and is worth the increase.
- Our Executive Director (aka Erin) will continue our efforts for new advertising and sponsorship opportunities in the next fiscal year with an anticipated income of \$7,500.
- The last increase in net assets was in 2023.
- Average net worth of account balances since 2020 = \$902,989.92
- Questions/Comments
 - How many salaried positions does IACAC currently have?
 - 2 - Erin Hoover (Executive Director) and Mike Ford (Digital Marketing Coordinator)
 - Credit card fees are 5.38% of the total budget for next year. Can that be addressed - how is it accumulated, how can it be reduced?
 - Unfortunately, there isn't much we can do, but we are trying our best to reduce it.
 - To confirm, the increase to transfer summit is \$15?
 - Yes
 - Can you clarify the scholarship budget? It's in the 2025-2026 budget - are you saying it will be going away in future budgets?
 - We will still be offering and funding the scholarships for this year. They will not be on the budget for next year
 - Are the transfer scholarships being removed from Spring 26, if so, why?
 - We will fund what has already been selected and offered, but we will not be selecting any further students. This will be paused for next year and re-evaluated
 - Are other stipended jobs also included in the salary line, or are those separate? How many of those does IACAC fund now, and to what extent?
 - No, they are not stipend jobs. Erin is salaried. Mike is an independent contractor. CAM is also an independent contractor.
 - Can you please advise our total net worth?
 - \$894,839.63
 - Did I hear correctly that IACAC will no longer fund NACAC travel for any member or only certain members? Curious because I thought there was a newer program established to try to support new members taking on more responsibility and supporting their attendance at NACAC - is that going away?

- IACAC will still cover the cost for certain members to NACAC, like the new NACAC Next Grant program.
- Not to beat the dead horse, but you are saying there are no more stipend positions for the conference, for instance?
 - Yes
- Apologies for harping on the salary line, but in light of our tight budget moving forward, and looking at recent years' budgets, it seems that the salary line has increased disproportionately while other lines are having to be cut. Can you explain the thought process behind these significant increases amidst the austerity?
 - The salaries are at the amount to keep this position attractive and in line with other organizations. It is also evaluated at the work level needed for that position and how important that position is to our organization.

Nominating Committee Report (Paul Welsh)

- A call for nominations for open Board positions went out in November 2024 on the IACAC web page and an email was sent to all IACAC members.
- Thirty-plus nominations from across our organization were received by the January deadline. Given the great response, we did not extend the nomination deadline this year.
- The Nominating Committee met in-person in early February to review the nominees and create a slate. The names of the Nominating Committee are on the slide now. IACAC Leadership strives to include members from across the Association both in the slate of candidates and on the Nominating Committee. If you are interested in joining this important committee next year, please contact me and express your interest now.
- The Nominating Committee made every effort to create a diverse slate of candidates with respect to representation throughout the state, the make-up of the continuing Board members and the talents and experience of each candidate, based on the nominations we received.
- When you get your electronic ballot after this meeting, we will again use RANK VOTING for Board Directors. You will rank your votes among the choices using a 1-5 ranking system. Give 1 to your top choice, 2 to your second choice, and so on.
- 2025-26 Executive Board.
 - President-Elect:
 - Sharon Williams, U of Chicago Lab Schools
 - As you can see on Sharon's slide, there is a QR code. This code links to a full candidate statement for all of the candidates. Please read this to inform yourself about each candidate's qualifications.
 - President:
 - Chrissy Grotzke - Michigan Technological University
 - Chrissy is currently serving as Pre-elect protempore following a vacancy. She is slated for the office of President. Later in this meeting, I will move to amend the bylaws to address this situation in the future.
 - Secretary-Elect:
 - Alison Crowley - Northern Michigan University
 - Treasurer-Elect:
 - Mikaela Brown - Illinois College

- Board Directors: On your electronic ballot, you will be asked to rank all candidates, 1-5. One being your first choice. There are five candidates running for three vacancies. Appearing here in alphabetical order.
 - Nick Defalco - DePaul University
 - John Korntheuer, Proviso East High School
 - Samantha Meranda, Illinois State University
 - Erinn Murphy - Libertyville High School
 - Andrea Rusk - Mundelein HS
- Voting Instructions:
 - Those of you who are voting members of IACAC will receive a ballot via email when today's meeting is recessed. We will vote for the approval of Minutes, By-Laws, Budget, and officers (President-Elect, President, Secretary-Elect, Treasurer-Elect and Board Directors) using this one digital ballot.
 - NACAC has changed their model from being a member governed organization to a salaried run organization. We are still a member run organization. Thank you to all of you for agreeing to run for a position and help move our organization into the future.
 - Because we are a corporation, voting members who could not attend this meeting nor vote during the allotted time frame had the opportunity to vote by proxy. Paul will be voting 0 proxies for the IACAC ballot. Online voting will open at the recess of this meeting in just a few minutes and remain available until 10:00 am on Thursday, April 24th - if you have not received your ballot by 4:00 pm this evening, please email Erin at ehoover@iacac.org.
 - You will rank your votes among the choices for Board Directors using a 1-5 ranking system. Give 1 to your top choice, 2 to your second choice, and so on, as Paul described earlier.
 - Results will be shared at the Thursday, April 24th lunch at Conference at 12:00pm.

Presentation of By-Law Revisions (Paul Welsh)

P. Welsh motioned to amend ARTICLE III. Membership. Section 1. Voting Membership. C. Individuals. as shown on the screen. A. Lentino seconded. Motion carried.

P. Welsh motioned to amend ARTICLE IV (four). Executive Board. M. Corder seconded. Motion carried.

P. Welsh motioned to amend ARTICLE IV (four). Executive Board. Section 2. Cabinet. S. Dugo seconded. Motion carried.

P. Welsh motioned to amend ARTICLE IV (four). Executive Board. Section 4. Ex-officio Members. S. Johnson seconded. Motion carried.

P. Welsh motioned to amend ARTICLE IV (four). Executive Board. Section 5. Loss of Eligibility. S. Ham seconded. Motion carried.

P. Welsh motioned to amend ARTICLE V (five). Cabinet and Board Directors Section 2. Duties of Board Directors. C. Floyed seconded. Motion carried.

P. Welsh motioned to amend ARTICLE V (five). Cabinet and Board Directors Section 3. Vacancies. K. Allen seconded. Motion carried.

P. Welsh motioned to amend ARTICLE VII (seven). Board Teams and Committees. Section 1. Board Teams. M. Rogers seconded. Motion carried.

P. Welsh motioned to amend ARTICLE VII (seven). Board Teams and Committees. Section 2. Standing Committees. K. White seconded. Motion carried.

Annual Conference Report (Chrissy Grotzke)

- We are excited for the conference next week and hope all of you will be in attendance.
- The Guidebook app will open soon, so keep your eyes peeled.
- College people, remember to register for the counselor college fair on Wednesday. This year, it is a separate registration.
- Also, new this year, on Wednesday, we will encourage you to explore Peoria. We have a great list of restaurants to check out and a bourbon tasting for \$10 at a local distillery. We also have music bingo on Wednesday, and a hypnotist on Thursday, in addition to the DJ, so I encourage you all to enjoy the great sessions throughout the day and the entertainment in the evening.

President Report (Annette Braden)

- I would like to take a moment to thank all of the volunteer members who make IACAC so valuable. The work of all the committee volunteers and their chairs does not go unnoticed. I want to acknowledge how challenging it can be to balance our paid jobs and family lives with this volunteer work. As challenging as it is, I hope you find it enriching and rewarding. I am forever grateful for all of you and the shared passion we have for our profession. I am beyond honored to be among leadership in this organization. You all - those of you I've had the pleasure of knowing for years, and those of you I've perhaps never met - are like family to me. We are a family of educators, mentors, role models, and servant leaders. Lives are changed because of the work we do. I thank you for all the time and effort you have donated to our mission and for all the ways you go above and beyond for your students. I ask of you, with gratitude, to do everything you do with kindness, humility and grace. I challenge you to take a step out of your box and consider more leadership experience here, in this wonderful safe space. Whether you are new here or an experienced professional, please know you are appreciated. You are seen. You are needed. You have a place in our family. Thank you for giving your time and attention to us today. I can't wait to see my IACAC family in person next week!
- With all of that, all of you here today are among the first to see our new logo which illustrates all the aforementioned qualities of IACAC - and more. I am so excited and honored to present this for the first time to our membership! Believe it or not, all of the president's tasks are not fun. This is the fun stuff! The work of rebranding began at the beginning of this academic year. I want to thank our Executive Director, Erin Hoover, and our Digital Media Coordinator, Mike Ford for their truly thoughtful, insightful, and detailed efforts. They asked for a ton of input, worked, asked for feedback, and reworked until the Executive Board unanimously approved this logo. I, for one, am so super proud of this logo, the story it tells, and of everyone who had a hand in it coming to fruition. Stay tuned for a much more detailed and meaningful description of our new logo and how we arrived at this during the Executive Director's Report given during Wednesday morning's opening session during the conference next week in Peoria. Do not miss it!

Old Business (Annette Braden)

- N/A

New Business (Annette Braden)

- N/A

C. Grotzke motioned to adjourn. L. Yates seconded. Motion carried. Meeting adjourned at 11:23 am.

Respectfully submitted by Scott Carlson IACAC Secretary