



IACAC Executive Board Meeting
Tuesday, March 22, 2016
Augustana College – Lombard Office

Board Members Present: Nate Bargar, Jill Diaz, DeVone Eurales, Beth Gilfillan, Allegra Giulietti-Schmitt, Linda Haffner (non-voting), Erin Hoover, Brad Kain, Renee Koziol, Anne Kremer, Kathy Major, Mike Melinder, DJ Menifee, Tony Minestra, Megan O'Rourke, Michelle Rogers, Emily Schubert, Stephanie Szczepanski, Amy Thompson, Courtney Wallace

Board Members Not Present: Amy Belstra

Guests: David Bennett, Andy Borst, Angie Cooksy, Sarah Daugherty, Traci Flowers, Mike Ford, Zak George, Chrissy Grotzke, Kato Gupta, Brian Hodges, Chris Merle, Rachel O'Connell, Eric Ruiz, Carin Smith, Omar Solomon, Roberto Suarez, Ben Wetherbee, Beth Arey, Dave Shafron, Dan Saavedra

Call to Order/Introductions: *(B. Gilfillan) Meeting called to order at 10:17 am.*

Thank you to Augustana College for hosting given the change of Advocacy Day. Please be sure to still sign up to attend Advocacy Day on April 13th. General reminder that discussion is encouraged from everyone in attendance but when a vote is called for, only board members can vote.

Approval of January Board Meeting Minutes

M. O'Rourke motioned to approve the January board meeting minutes, R. Koziol seconded.

Discussion

Motion carried.

Treasurer's Report *(C. Wallace)*

Side by side comparison of the March Treasurer's report: sitting at a net worth of \$656,338.60 (an increase of \$48,653.67 over last year at this time)

Checking balance at this time of year is just about the highest it gets. Lots of registrations for conference have come in, but bills have yet to be paid out.

Our overall investments are down \$1,271.20 compared to this time last year (a trend we have been seeing since earlier this fall). Investments total \$248,710.63 as of March 7th.

Some significant budget differences compared to last year, include:

Expense side:

CAP – This program was given a larger budget for the 2015-2016 FY and were required to use more IACAC funds because of the host intuitions and the difference in donations from year-to-year.

General Board – Have spoken about this line item at almost EVERY board meeting. There are several Ad-hoc Committees this year with programming. All funds for Ad-hoc Committees are housed under General Board. These NEWER programs with larger expenses for 2015-2016 are/were:

- Scholarships for Project Reach, Motivate Me, CAP, etc.
- High School Professional Development Committee – Professional Pathways
- Transfer Advisory Committee/Transfer Summit
- Sharing the Dream Conference
- Etc.
- This amount also includes for the first time, General Board M & C expenses (about \$7,000).

Travel – More members are asking for reimbursable expenses (and we had a more expensive NACAC in CA this FY).

Income side:

Down in Membership Revenue overall (even though membership numbers are up). Seems to be college-side related.

Also have a group of HS counselors that are counted in membership numbers, but did not pay fees (as part of Prof Pathways and Project Reach).

Summer Institute – Made quite a bit less this past summer than in previous years. This was mostly in part of the development of the new HS Counselor track. College participants paid \$425 and HS Counselors paid \$50. There was also a NACAC imagine grant earned, but costs for both tracks were the same.

Annual Conference – Deposits are up slightly from this time last year. Expenses also LOOK like they are over double! This is because there were some purchases made for folders, lanyards that come out of this account, but eventually will be split amongst different conference budgets. Nothing to worry about.

IL Regional College Fairs – We have made less money this year compared to last year and have had more expenses than last year.

We are a healthy organization. However, the decisions we make over the next year (especially with the financial state of IL) will certainly have an impact on our future finances.

Membership Report (*O. Solomon*)

Added a third year to the report as requested at the last board meeting. Down in category 1, college and university members. Increased secondary members. About the same in independent category. Membership committee is working on ideas to increase membership. Worked on Top 10 video and have been sending that out; also working on communication flow timeline; have a proposal to discuss later in the meeting.

Chief Delegate Report (*B. Kain*)

Got some feedback from NACAC regarding the motions that the delegates asked NACAC to look into, feedback from NACAC regarding streamlining decision plans was that it already falls into the Members Conventions of the SPGP #8: *Members will support a common set of admission-related definitions and deadlines*. Brad suggested that next year's delegates review this. The other motion the delegates made was regarding Restrictive Early Action; NACAC's feedback was that not every college is required to have an ED form so this wouldn't be possible either. Something delegates should discuss for next year.

Strategic Plan Update – shout out to the following committees for demonstrating work toward addressing goals within the strategic plan: IAS for bringing mental health issues to the forefront at conference; District Seminars for increased attendance and strong outreach; National College Fair's new location and enhanced outreach.

President-Elect Report (*M. Rogers*)

Conference notes

Conference is just over one month away.

All information for the program has been sent to Sherry and will go to print soon.

Exhibitors, Sponsors, Advertisers has been doing well too with 25 Exhibitors, a lot of things sponsored.

Wine tasting planning is going well there are only 45 spots left so that is ahead of last year's registrants who signed up for the 5K which is what this replaced. We will benefit with registrants and purchases and wine will be delivered the next day.

Entertainment Committee has awesome things planned.

April 1 is date for early registration. Right now we are right even slightly ahead of last year, at 321. Linda said this is where we should be. Was worried about the State budget.

For everyone's planning purposes:

June meeting is the transition meeting for outgoing and incoming board members and committee chairs: June 2, 10-2 at the Big Ten building (5440 Park Place, Rosemont, IL 60018).

LDI this summer will be for all board members and committee chairs. July 28 at Loyola University. It'll be a one day event.

Decided to assign a new chief delegate now to help with some of the things to prepare for next year. This person will work with Brad and those of us for the purposes and to prepare for the LDI. And ideas for delegates, directors as liaisons. Next year the chief delegate will be Stephanie. As Brad spoke right before this about the strategic plan, they will work together with this transition. She did a lot of work with Beth this year and has done a really good job as a liaison which is one of the things we really want to work on next year; what that role looks like. Thank you to her for agreeing to do this.

Past-President Report (*A. Kremer*)

Last formal board meeting so I just want to extend a sincere “thank you!” for the opportunity to serve in this role and to work with everyone for filling up bank with appreciation.

Past President’s Meeting

Forgot to mention during January board meeting that we hosted a Past-President’s Meeting. This meeting was well attended (12 attendees). Provided an update on Professional Pathways, the strategic plan, and received some suggestions for the Leadership Manual. With several committees looking to become standing committees or for direction in this coming year we also gathered their thoughts on Project Reach, the Scholarship Committee, and how we can make improvements to the committee report format. This is such an outstanding group – we look forward to continuing conversations and receiving guidance from this committee.

Strategic Plan

Will be working closely with Brad, Stephanie, and Julie Nelson to get the initial process off the ground for tracking the progress of the strategic plan. Much of this will take place following the conference as the final committee reports are coming through.

Credentials and Nominating Committees

These committees have been very busy over these past few minutes. The business of these committees will be discussed in the new business section of today’s agenda.

Leadership Manual has also been updated (and continues to be updated.) Final version will be up on the website before Anne rolls off.

President’s Report (*B. Gilfillan*)

THANK YOU!! Hard to believe this is last Board meeting as President.

On Tuesday, 3/15, Listserv change - 772 subscribers now up to 1535. 90 unsubscribed with no issues. From now on, Linda will add any new members to the listserv within a week of their becoming a member.

Professional Pathways – follow-up workshop all day March 23rd! ISAC is partnering with us and offering PD on financial aid and also providing lunch.

Conference Exploratory committee – They’ve been consulting with several affiliates to go more in depth after a general survey was sent to all affiliates about their conferences. They’re developing a presentation for their session at conference – it’ll be geared towards sharing their research and survey results with the membership and hearing everyone’s feedback and thoughts. Once they have that, they’ll come up with a proposal for the Board for either the June or September Exec Board meeting. (Attend their session if you can!)

NACAC updates – LDI was a few weeks ago – the GRC chairs, Michelle, and I went to Washington, DC – training and meetings as well as an Advocacy Day on the federal/national level. Shout out to the GRC chairs for the work they’re doing within their committee and on behalf of IACAC. Through that Advocacy Day, they received contact back from Bobby Rush’s office to gather Illinois people together to further discuss issues in higher ed. Congrats to DJ – he’s on the slate as a candidate for the NACAC Board of Directors!

President’s Report at Conference & Annual Report – I’ll be reaching out to committees for items to include in my Prez Report (year’s highlights) and also for them to submit their annual report. Annual reports will be due May 18 (I’ll send out the form around conference) – **liaisons should tell their committee chairs that this is coming!** All previous Annual Reports are available on our website.

Summer Institute – HS track – registration is live! Email will be sent to all high school members this week. Already have 5 registrants! Kathy mentioned that grants are still available. College registration will be open soon as well.

As President, I view my role to be one of advisor and guide. I try to get the committee chairs and liaisons to think critically about their roles, committees, our members, and IACAC as a whole. When they come up with new ideas, I then encourage them to do research, consult with various people, then present their findings and thoughts to the Board. I

share what I think the Board's questions and thoughts might be, but I feel that it's not my role (nor should it be) to tell them what is "right" and "wrong" for their committee. I think that is the Board's decision (of course, when it's time to vote, I will!). I think that if I was to tell a committee that they shouldn't propose any new ideas or changes, I would be overstepping and not fostering an environment of growth and respect. I have had people ask about various proposals and why they were "allowed" to be proposed, so I wanted to explain that. That's been my philosophy in my Presidential year...I have made a ton of mistakes, but also made some progress, and I just hope that overall I've at least encouraged some great discussions about our organization, our profession, and the students we serve.

I want to first thank Michelle and Annie for the amount of support and guidance they provided me this year! We are constantly emailing, calling, and meeting, often on the fly, and I could not have gotten through this past year without them! I also want to thank the Board and committee chairs – this has been such a great year – lots of amazing conversations, new ideas, projects...one thing that is a common thread through everything I've seen this year is that we all want what's best for our profession and the students. I'm excited to continue our work next year and I know Michelle is going to be an amazing President to guide us. Thank you to the exiting board members.

Beth is transitioning to a new role as a PhD student and employee of Penn State. Will be doing research on counselor education/training in Illinois, plans to continue role as Past-President. Congratulations, Beth!

Unfinished Business

Advertising (M. O'Rourke)

Overview, history

3 options (asked others but no one else is really interested in just working with us for one job – advertising); all three options require no work on the part of IACAC; concerns about our non-profit status, need to look into the tax stipulations in Illinois

Option 1: Multiview

TACAC uses them, post two small advertisements on the site, banner and side bar. No fee and no work but profits are split 70% to MV, 30% for IACAC; TACAC made \$15,000 last year, they extended their contract with them; some reviews are questionable when you Google Multiview; ISCA is also one of their clients; we would have complete control over what ads are posted

Option 2: Google AdSense

Not as profitable; minimal control over the ads that pop up

For our yearly site visits, we would have only earned \$237 for the entire year

Option 3: Betadac – presented by D. Saavedra

Overview of IACAC website analytics

-125,000 visit to iacac.org

-68,000 visitors

-325,000 pages viewed

-2.5 minutes per visit

-50% of the visitors are returning

Digital advertising primer – examples from real life sites; pros and cons of each medium; mock ups for IACAC; financials, logistics, responsibilities

Types of Digital Ads

-Website display ads, aka banner ads

-Email ads, banners

-Native advertising, aka sponsored posts

Different options:

-Display Ads (banners)

-Email Ads

-Ad Blockers

-Native Advertising (Sponsored Posts)

- Mockups
- What Does It Take to Do This?
- Financials – Revenue Share
- Responsibilities

Betadac's proposed plan – website analytics, create a media kit, sales and collection, creative services, ad trafficking, analytics and reporting – profits would be split 50% to Betadac, 50% to IACAC

Would need to enter an agreement with Betadac on approved vendors

Curious about mobile capabilities

Concerns about the double-dipping of Betadac charging us per hour vs. conflicting with this ad contract; ad work is separate/contract is different than hourly charge; advertising revenue has already been sold, Betadac won't be charging additional for putting ads in our emails/on the website

Concerns about taking money away from the Conference sponsorships and ads; IACAC could earn more through digital advertising vs print ads in Conference; would want to follow up with past sponsors giving them a heads up

M. O'Rourke motioned to pursue the creation of an advertising contract with Betadac, M. Melinder seconded.

Discussion

Motion carried.

New Business:

Regional College Fair Scanners (C. Smith)

Handout can be found on the Google Drive under IACAC Exec>Board Proposals/Handouts>2015-2016>March 2016

Reviewed trade show scanners a few years ago and decided the available products did not meet our needs.

Now we have the opportunity to work with a custom product that will be designed specifically for college fair events and is flexible and easy enough that it can work – despite the diversity of our IRCFs. (StriveScan is a product Dan Saavedra developed.)

Colleges would download an app (the StriveScan app) onto a mobile device that would scan a barcode on a student's phone (no app for students, just a barcode to scan)

Students will enter data into a form (on their computer or mobile device) and receive – immediately – a scannable bar code. There is no student side app, nothing that students have to download. They can print their barcode and bring it with them or display the barcode on their mobile device

After the fair, scanned information can be downloaded by logging into a secure dashboard or exporting directly from a representative's app. There will be no delay in waiting for the scanning company to send us our information, it can be downloaded at any time, including immediately.

There will also be a way for reps to take notes about the student, rate student quality, click to follow-up with them, or send an email right away.

A similar scanning product was tested with a focus group at North Central College, using various mobile devices, and at varying locations in the building where the North Central IRCF takes place. This testing was helpful in that it became clear to the product developer that investment in developing a custom product would be necessary to make the scanner really work for IRCF's at the quality level appropriate for what we have come to expect at the IRCFs.

NO cost to IACAC

Pricing would involve a flat fee for each fair purchased, as opposed to other products that have much more complicated pricing strategies that require per rep cost + scanner rental + cost of lead packages per 500 students, etc.

Scanning registration and purchase would take place on a separate site, not our IACAC website

\$24 per fair for colleges (free to high school students and fair hosts)

\$19 per fair, special introductory rate, for colleges that sign up early. End date TBD – if it doesn't work for your institution, you don't have to buy anymore.

IACAC is being asked to agree that for 3 years, we would work exclusively with StriveScan (and no other scanning company) for our IRCFs

We would advertise StriveScan on IRCF registration for colleges, and promotional materials distributed to students and their families, as well as high school counselors and host sites for all IRCFs
We would educate on-site chairs about the new product and how it works

Questions

No option for physical scanner if you don't have a phone you can use for this purpose

Curious about whether high schools could use this to take attendance at their fairs

Wondering about evaluation possibilities

Students won't have to have a smart phone, can register at home or at a laptop bank at the fair perhaps and print out a barcode

Do they need a data connection? Yes, but it doesn't use much data.

Can work on an iPad.

Predicting that other fairs might connect and ask for this resource as well.

There are 34 IRCF fairs so if you are a college that registers for all of them at the early bird rate you'd pay \$646.

How much data can the phone handle? How is the data exchanged? Security? Encryption? Want to make sure student data is secure and not sold to organizations other than the colleges the student scans.

Send all questions, comments, feedback regarding this to Carin.

Candidates for IACAC Executive Board (A. Kremer)

President-Elect (elect one):

Roberto Suarez, Homewood Flossmoor High School

Treasurer-Elect (elect one):

Christine Grotzke, Michigan Technological University

Ben Wetherbee, Lake Forest Academy

Post-Secondary Delegate Director (elect two):

Andy Borst, Western Illinois University

Mike Ford, Michigan State University

Erin Hoover, Augustana College

Eric Ruiz, University of St. Francis

Secondary Delegate Director (elect two):

Traci Flowers, Loyola Academy

Renee Koziol, Plainfield North High School

Kim Wiley, Deerfield High School

Post-Secondary Council Team Director (elect one):

Brian Hodges, University of Illinois Springfield

Omar Solomon, Eastern Illinois University

Secondary Council Team Director (elect one):

David Bennett, Legal Prep Charter Academy

Jamie Simon, Loyola Academy

Secretary (elect one):

Sarah Daugherty, Bradley University

Rachel O'Connell, Missouri University of Science & Technology

HSCPD Future Plans (C. Merle)

Update on the year's progress.

Planned and put together a document highlighting known professional development opportunities. Talked about reaching out to districts identified as needing support and using the California ACAC program as a model; began planning a proposal for the Professional Pathways Program. Thought ahead to conference and recommended a variety of counselors to submit proposals and participate in conference sessions.

The second year spent time implementing the Professional Pathways program. Continue to update the professional development opportunities document as needed. Planning on taking ownership of the High School Counselor Toolkit, which will be revamped. Working on putting together a letter of explanation for counselors to show to dept chairs,

directors, administration, or superintendents, to highlight the importance of membership in IACAC. One big task was putting together and sending out the High School Counselors Needs assessment.

Plans for next year, setting up the second district for Professional Pathways. Plan for this program, using data from the new school district and feedback from the first year program to move forward. Communicate with ISAC leadership to share results of needs assessment to coordinate planning to meet the needs of HS Counselors across the state. Look at ways to be more effective in planning: College of Dupage working with local districts to create a PD opportunity on Institute days. Work w/ ISCA so as not to duplicate topics and services.

Needs assessment results: Lucky enough to have other organizations send this out, outside of just IACAC listserv. Hoping to continue to grow Secondary School members.

Thanks to the board for opening up the budget and being open to new PD opportunities: PP, SI-HS.

Looking at the results of the needs assessment, the continued budget cuts for many school districts, and the overall trends of what is (or isn't) being offered for in district PD, afraid we're pricing opportunities out of counselors/school's price range.

Needs assessment; 13 directors/dept chairs – 6 did not know what their PD budget was, or if they even had one Professional Pathways ROI – Out of the 13 counselors at WHS, 6 filled out the needs assessment. Each of them marked 301-400 students on a caseload. That's a potential 1800-2400 students affected (and that's just based upon those that filled out the needs assessment). Overall, potentially 3900 – 5200. Major impact.

SI – as we've heard at the introductions, SI has been a great introduction to IACAC from the college end. We have the opportunity to use this to draw in HS side. As mentioned, there is next to no training for College counseling. This is needed, especially for those without budgets, without experience, and without the knowledge to get involved.

Conference – I know it's hard with May 1 decision day vs. AP exams. I understand that it's a three year contract in Itasca, but how can we avoid/adapt for that? – It sounds like these conversations are being had!

Timing of events: Again, there is no perfect timing for events/meetings, etc., but the needs assessment has really highlighted the difficulty of getting out of the building at times. HS Counselors are, by nature, tied to the building during the day. It's when our students need us, it's when most programming takes place, and being out causes a major difficulty.

Access for all: Those who have the most need are being priced out. From the needs assessment, learned that many people didn't know about grants. Tasked with getting that word out.

Issues that arose from the needs assessment are Prior/Prior, change in ACT/SAT – how is it being viewed from the college end, how can we help out students through it, Coalition app, MAP grant; need to speak out for those who cannot speak out for themselves or for those who are not being spoken for enough

Overall, there are so many people that already do a great deal for students, professionals, and we all work in the best interests of the students we serve, hoping we can do so more effectively and work together to make sure

Encouragement to board to continue to be diligent in financing programs like these to reach counselors and students who have the opportunity to learn but limited resources

Scholarship Proposal (D. Bennett)

Handout can be found on the Google Drive under IACAC Exec>Board Proposals/Handouts>2015-2016>March 2016

Reviewed a preview of this proposed change at the January Board meeting

Ad-hoc status for 3 years and working to determine where they should go from here

Would like to move the program to awarding scholarships for summer programs rather than tuition scholarships

Other ACAC's offer tuition scholarships, want to think about how we can push things forward and serve students better

The \$1,000 one-time scholarship award has modest impact on college costs for most students.

IACAC competes for a limited amount of students' "scholarship-applying- time" among hundreds of similar scholarships.

The feedback from scholarship recipients is that the award is nice, but not critical to college access.

No real potential for longer-term relationships with student.

Committee feels like this would have a greater impact on students and their potential scholarship earning in the future

Would like to include a need-based component to the application process

Not sure about students being able to receive more than one scholarship for a second summer program

Allows students to be considered for additional scholarships at a particular institution

Colleges will sometimes discount students to attend these programs but it often isn't enough
There are instances where college reps work with families that \$1,000 is enough to make a difference for a student so concerned about taking away the \$1,000 scholarship for tuition
Number of applications we receive for the scholarship application demonstrates that there is an interest
Can we add a need-based component to the current scholarship structure?
Many like both the opportunity to offer student scholarships AND scholarships for summer programs
This may tie into the programs CAP is doing
CBO's sometimes require their students to attend some type of summer program (not like Motivate Me or Camp College)
How expensive are these programs; how far will \$1,000 go; how likely is it that students will be able to actually attend programs like these. Colleges usually subsidize some of these programs for needy students so \$1,000 would cover it
Concern over the fact that the \$1,000 scholarships currently being offered are for one year only
Where is the real impact for these students, a summer program earlier on in their college search process or a one-time scholarship?
Is it possible to split the difference?

T. Minestra motioned to approve the Scholarship proposal to become a standing committee as proposed, N. Bargar seconded.

Discussion

Motion defeated.

Membership Structure Proposal (O. Solomon)

Handouts can be found on the Google Drive under IACAC Exec>Board Proposals/Handouts>2015-2016>March 2016
Gathered info about what the other ACAC's charge. Overall, out of 21 ACAC's collected data on (did not get data from Dakota and Rocky Mountain) we are the third most expensive ACAC behind Overseas and Michigan. Wanted to propose something that would be more cost effective while encouraging more people to join. This is most similar to what Indiana does. All of the numerical data is based on 2014-2015 membership numbers.

The first proposal is a per person fee structure within tiers. All levels of college reps would see a cost savings. For secondary members, 1-6 would be equal to or more expensive than the current structure. It is only slightly more expensive. This might not please all secondary school members, but we can explain that it is happening to even out the playing field between colleges and high schools. 7 or more signing up together would see a cost savings. Total loss: \$6,525. We would still bring in: \$56,300 (Compared to \$62,225: 10.5% loss)

The second proposal is a tiered flat fee structure. In this proposal, everyone would see a cost savings, except for if just one person signs up on the secondary side, therefore encouraging more people to sign-up. Think this would help in gaining more membership: it is the same fee for 1-2 people to sign-up. Message is to sign up a co-worker for no additional cost and bring them with you to seminars, conference, etc, which would end up bringing in more revenue to IACAC for conferences in the end. Even though IACAC would lose more money up front, this proposal could make up that loss through people signing up for extra things we offer. Total loss: \$13,875. We would still bring in: \$48,350 (Compared to \$62,225: 22% loss)

Other fees (Independents, CBO's, and Retirees): Since there is a range of fees from \$10-\$75 depending on your affiliation, wanted this to remain separate and keep the fees the same. Could include everyone in the new model, but would like to get feedback from retirees before we did this as their fees would jump significantly.

We saw a loss of 608 members from last year to this year (will contact those members to find out reasons). Do not want to have another year like this, so coming up with a new fee structure could help with making the organization more affordable which would help our retention.

Most importantly, school and college budgets are changing dramatically with a loss of funding in many different areas. Since we are one of the most expensive ACAC's, decreasing fees would show our members we are trying to be supportive and still encourage involvement through this difficult time.

These proposals were based on a charge from the board in 2014-2015 when the secondary school numbers were lower, the numbers have shifted and changed, college members are now down. Concern about whether our focus is to increase membership or whether our focus is to ensure that our value is worth the fees that we're asking for. Not necessarily an issue of how much a school will pay for membership, but rather whether a school supports this at all. Membership Committee will keep looking into this issue.

By-Law Changes (A. Kremer)

Article I. Membership

Section 1. Voting Membership

A. Individuals

Old Language:

2. Persons who perform the majority of their professional duties in Illinois and provide counseling, admission or financial aid services to students and/or their parents and who are employed by an out-of-state institution or organization as approved by the Illinois Association for College Admission Counseling.

New Language:

2. Persons whose primary recruitment territory is in Illinois perform the majority of their professional duties in Illinois and provide counseling, admission or financial aid services to students and/or their parents and who are employed by an out-of-state institution or organization as approved by the Illinois Association for College Admission Counseling.

Rationale: Work is done in Illinois even though the person might not spend the majority of time in Illinois. Because their work consists of recruiting Illinois students, we want to clarify that statement.

Old Language:

3. Regional representatives of two or four-year colleges, universities, or postsecondary institutions located outside of Illinois who perform the majority of their professional duties in Illinois.

New Language:

3. Regional representatives of two or four-year colleges, universities, or postsecondary institutions located outside of Illinois whose primary recruitment territory is perform the majority of their professional duties in Illinois.

Rationale: Same as above.

Article I. Membership

Section 2. Voting Membership

Old Language:

Nonvoting membership in IACAC shall be extended to the following:

New Language:

A member institution shall be represented by a person or persons charged with the responsibility for admitting students or for guiding students in planning for postsecondary education. Nonvoting membership in IACAC shall be extended to the following:

Rationale: This statement should be required of all groups listed below.

Article I. Membership

Section 2. Voting Membership

B. Educational Institutions

Old Language:

2. Any not-for-profit two- or four-year college or university, or primary or secondary school in the State of Illinois, which is degree-granting or which awards a diploma, which is newly established or has not attained accreditation, which meets the professional criteria that shall be established by the Executive Board from time to time, and which is in agreement with the purposes of IACAC. A member institution shall be represented by a person or persons charged with the responsibility for admitting students or for guiding students in planning for postsecondary education.

New Language:

Any not-for-profit two- or four-year college or university, or primary or secondary school in the State of Illinois, which is degree-granting or which awards a diploma, which is newly established or has not attained accreditation, which meets the professional criteria that shall be established by the Executive Board from time to time, and which is in agreement with the purposes of IACAC. ~~A member institution shall be represented by a person or persons charged with the responsibility for admitting students or for guiding students in planning for postsecondary education.~~

Rationale: Same as above. Moving this language from Article I, Section 2, B2 to cover all components of Article I, Section 2.

Article III. Cabinet and Council

Section 1. Duties of Cabinet Officers

Old Language:

A. *Treasurer.*

The Treasurer shall be responsible for maintaining the official financial records of IACAC, performing other financial transactions, and monitoring fund development. The Treasurer shall be chairperson of the Professional Development Grants Committee, Finance Committee and shall submit an annual report to the general membership at the Annual Membership Meeting.

B. *Treasurer-Elect.*

The Treasurer-Elect shall serve on the Professional Development Grants Committee, Finance Committee and the Illinois College Fair Committee.

New Language:

A. *Treasurer.*

The Treasurer shall be responsible for maintaining the official financial records of IACAC, performing other financial transactions, and monitoring fund development. The Treasurer shall be chairperson of the ~~Professional Development Grants Committee~~, Finance Committee and shall submit an annual report to the general membership at the Annual Membership Meeting.

B. *Treasurer-Elect.*

The Treasurer-Elect shall ~~be the chairperson of the Professional Development Grants Committee and will~~ serve on the ~~Professional Development Grants Committee~~, Finance Committee and the Illinois College Fair Committee.

Rationale: When the position was created, the Treasurer-Elect was given the duty of chairing the professional development grants committee. This reflects the work already occurring within this position.

Article V. Council Teams and Committees

Section 2. Standing Committees

Rationale for following changes regarding committee membership: Details about committee membership and carryover have been moved into the Leadership Manual.

A. *Admission Practices Committee.*

The Admission Practices Committee shall review annually the Statement of Principles of Good Practice of NACAC, the NACAC Monitoring Procedures for the Statement of Principles of Good Practice, IACAC Monitoring Procedures, and the IACAC Statement of Practices and Courtesies, and shall formulate and recommend changes to the IACAC Executive Board which shall determine whether to submit such recommendations to the NACAC Executive Board. This committee shall also be responsible for dealing with alleged infractions as defined by NACAC guidelines.

~~Membership should have some carry over from year to year.~~

B. *College Awareness and Preparation Committee (CAP).*

The College Awareness and Preparation Committee shall be responsible for planning, coordinating, implementing, and staffing association-sponsored activities to offer the expertise of IACAC to individuals throughout the State of Illinois who are seeking counseling and information regarding postsecondary admission and financial aid. ~~Membership should have some carry over from year to year.~~

D. *Credentials Committee.*

The Credentials Committee shall determine eligibility as outlined in these By-Laws for membership in IACAC; make recommendations to the Executive Board regarding criteria for membership in IACAC; investigate membership eligibility questions referred to it by the Executive Board; and review these By-Laws and recommend revisions when deemed appropriate, including revisions required to maintain their consistency with the governing documents of NACAC.

~~Membership should have some carry over from year to year.~~ The chairperson shall be the Most Recent Active Past President.

G. District Seminars Committee.

The District Seminars Committee shall be responsible for creating, coordinating, and implementing IACAC District Seminars in Region 1 and Region 2. These seminars will address guidance and admission concerns for high schools, community colleges, four-year colleges and universities. ~~Membership should have some carry over from year to year.~~

I. Inclusion, Access and Success Committee.

The Inclusion, Access and Success Committee shall develop and recommend goals which promote sensitivity to human differences and guide the expansion of equal access for all students to postsecondary educational opportunities. The committee shall plan and recommend strategies for implementing a multicultural agenda for the association.

~~Membership should have some carry over from year to year.~~

J. Media Communications Committee.

The Media Communications Committee shall be responsible for increasing the visibility of IACAC and promoting its college transition programs and services through media and marketing strategies. This committee shall also be responsible for promoting use of technology within the association. ~~Membership should have some carryover from year to year.~~

K. Membership Committee.

The Membership Committee shall be responsible for reviewing, developing, and recommending promotional activities for membership in IACAC. The chair/s of this committee shall oversee production of the membership directory.

~~Membership should have some carry over from year to year.~~

L. Mentorship Committee

The Mentorship Committee shall function as an outreach of IACAC to provide new and veteran members with an opportunity to form partnerships for professional development. ~~Membership should have some carry over from year to year.~~

M. Middle Management Committee (MMI).

The Middle Management Institute Committee shall be responsible for planning, coordinating, implementing and staffing summer middle management training for post-secondary college admission professionals with three or more years of experience. ~~Membership should have some carry over from year to year.~~

N. National College Fair Committee.

The National College Fair Committee shall be responsible for assisting the National Association for College Admission Counseling (NACAC) in planning, coordinating, implementing and staffing the NACAC College Fair(s) in Illinois. The membership of this committee shall be diverse and embrace secondary, postsecondary and community-based organizations. ~~Membership should have some carry over from year to year.~~

Q. Professional Liaison Committee

The Professional Liaison Committee shall be responsible for communicating and coordinating IACAC services with like organizations, who offer expertise to individuals throughout the State of Illinois seeking counseling and information regarding postsecondary admission and financial aid. Examples of such organizations would be ISAC, ISCA, CPS, etc.

~~Membership should have some carry over from year to year.~~

R. Summer Institute Committee

The Summer Institute Committee shall be responsible for planning, coordinating, implementing and staffing summer training institute(s) for secondary and postsecondary college admission counselors. ~~Membership should have some carry over from year to year.~~

S. Summer Tours Committee

The Summer Tours Committee shall be responsible for planning, coordinating and implementing tours to colleges for counselors involved in the college transition process. ~~Membership should have some carry over from year to year.~~

Article V. Council Teams and Committees

Section 2. Standing Committees

(Continued)

Old Language:

H. Illinois College Fair Committee.

The Illinois College Fair Committee shall be responsible for establishing the Illinois College Fair schedule, overseeing policy and procedures, promoting the Illinois Regional College Fairs, and overseeing the planning and implementation of

the Articulation Unplugged program held each fall. The Illinois College Fair Coordinator shall be the chairperson and the committee shall consist of nine members, each of whom shall serve a three-year term. In addition, the Treasurer-Elect shall serve as the tenth member of the committee. Efforts will be made to include a member who serves on the Chicago National College Fair Committee and at least one member who will also serve as the chief organizer(s) of Articulation Unplugged.

New Language:

H. *Illinois College Fair Committee.*

The Illinois College Fair Committee shall be responsible for establishing the Illinois College Fair schedule, overseeing policy and procedures, promoting the Illinois Regional College Fairs, and overseeing the planning and implementation of the Articulation Unplugged program held each fall. The Illinois College Fair Coordinator shall be the chairperson and the committee shall include ~~consist of nine members, each of whom shall serve a three year term. In addition, the Treasurer-Elect. shall serve as the tenth member of the committee. Efforts will be made to include a member who serves on the Chicago National College Fair Committee and at least one member who will also serve as the chief organizer(s) of Articulation Unplugged.~~

Rationale: Details about committee membership and carryover have been moved into the Leadership Manual.

Old Language:

O. *Nominating Committee*

The Nominating Committee shall nominate a candidate or candidates for each office to be voted on by the membership at each Annual Membership Meeting. The membership of this committee shall be as provided in Section 1 of Article IV.

New Language:

O. *Nominating Committee*

The Nominating Committee shall nominate a candidate or candidates for each office to be voted on by the membership at each Annual Membership Meeting. The membership of this committee shall be as provided in Section 1 of Article IV. **This committee shall be chaired by the Most Recent Active Past President.**

Rationale: This addition denotes the chairperson of the committee and should be included in the by-laws.

Old Language:

Section 2. Other Duties

New Language:

Section **3**. Other Duties

Rationale: Correct numeration.

Old Language:

Section 3. Other Committees

Any Committee deemed necessary to implement the activities and purposes of IACAC may be appointed by the Executive Board.

New Language:

Section **4**. Other Committees.

Any committee deemed necessary to implement the activities and purposes of IACAC may be appointed as an ad-hoc committee by the **President, with approval of the** Executive Board.

Rationale: As described in Roberts' Rules of Order, committees are appointed by the presiding officer. In the case of IACAC, this would be the president. For transparency sake we are adding that the by-laws take this one step further and seek approval of the Executive Board.

(This specific by-law was approved and changed after the March 22nd Board meeting; this is the most up to date wording.)

Old Language:

Section 4. Committee Membership

Except as otherwise specifically provided in these By-Laws, the President shall appoint committee chairpersons. Each committee chairperson, except as otherwise specifically provided in these By-Laws, shall appoint the members of his or

her committee from the membership of IACAC. Such appointments shall be subject to the approval of the Executive Board. The members of the Nominating Committee shall be appointed in the manner set forth in Section 1 of Article IV.

New Language:

Section 5. Committee **Chairpersons and** Membership

Except as otherwise specifically provided in these By-Laws, the President shall appoint committee chairpersons **and such appointments shall be subject to the approval of the Executive Board.** Each committee chairperson, except as otherwise specifically provided in these By-Laws, shall appoint the members of his or her committee from the membership of IACAC. ~~Such appointments shall be subject to the approval of the Executive Board. The members of the Nominating Committee shall be appointed in the manner set forth in Section 1 of Article IV.~~

Rationale: This provides clarification.

Article VIII.

Old Language:

Rules of Order

The latest edition of Robert's *Rules of Order* shall govern all procedures for IACAC not covered by the Illinois General Not-For-Profit Corporation Act and these By-Laws.

New Language:

Rules of ~~Order~~ **Operation**

The latest edition of Robert's *Rules of Order* shall govern all procedures for IACAC not covered by the Illinois General Not-For-Profit Corporation Act and these By-Laws. **The association is also governed by the IACAC Leadership Manual and the IACAC Fiscal Policy Manual.**

Rationale: More complete description of governance and to be transparent with the membership.

Mission Statement

Old Language:

The Illinois Association for College Admission Counseling (IACAC) has a dual mission. First and foremost is our role in providing help, support, and guidance to assist students successfully through an important life transition. This is achieved within the context of safeguarding options, which meet the needs of individuals in regard to college choice.

New Language:

The purpose or mission of the association is to support and advance the work of counseling professionals as they educate students, with particular emphasis on the transition from secondary schools to colleges, universities, and other post-secondary options. In all activities, attention to access and equity for all students is paramount.

Rationale: As we put together the new strategic plan we took a closer look at our mission statement. The previous statement emphasizes that we serve both counselors and students equally, however, our organization is one for professionals within the counseling profession and we first serve this population and as a by-product directly and indirectly impact students. We felt it necessary to clarify this as our mission and purpose by refreshing the statement.

A. Kremer motioned to approve the proposed by-law changes and mission statement to be reviewed at the annual membership meeting, N. Bargar seconded.

Discussion

Motion carried.

Fiscal Policy Changes (C. Wallace)

1. Section II – Reserve Fund

Currently Reads:

The reserve fund provides for unexpected fluctuations in income or expenditures. Illinois ACAC shall maintain a reserve fund of no less than one-half of the annual operating expenses of the Association, less anticipated membership revenue.

(BA 1-29-93)

PROPOSED:

The reserve fund provides for unexpected fluctuations in income or expenditures. Illinois ACAC shall maintain a reserve fund of no less than **a three year average** of the annual operating expenses of the Association.

C. Wallace motioned to approve the proposed change to the fiscal policy, D. Eurales seconded.

Discussion

Need to keep this in mind when committees ask for money but don't need to "move" money. Our annual operating expenses are \$200K and last year's programming expenses were \$300K.

Motion carried.

2. Section IV – Authorized Expenses

A #4

Currently Reads:

President-Elect, Executive Assistant, and Event Coordinator will have Annual Conference registration and hotel fees paid for. (BA 11-02-12)

PROPOSED:

President-Elect, Executive Assistant, and Event Coordinator will have Annual Conference registration and hotel fees paid for. **The President and Past President can also request from the Finance Committee for Annual Conference registration to be paid by IACAC in the event that they or their institution are unable to pay.**

C. Wallace motioned to approve the proposed change to the fiscal policy, J. Diaz seconded.

Discussion

Wondering why we wouldn't just consider doing this automatically.

This is similar to how NACAC handles this.

Motion carried.

Approval of Budget (C. Wallace)

Presentation of the 2016-2017 Budget

The Finance Committee has put together a balanced budget with both expenses and income equaling **\$173,465.00**

Our By-Laws/Fiscal Policy do not require us to present a balanced budget, but the Finance Committee feels a balanced budget is being fiscally responsible. This budget amount is very similar to the budget amount presented to the board for 2014-2015. However, as most of you know we approved lots of additional projects over this current fiscal year.

As you will notice (and may have noticed over the last year), we have some incredible ideas and great programs that have popped up over the last year or so. All of these programs (at this point) are at a cost to IACAC. Our programs that used to produce money are producing less money each year. The finance committee was forced to make some difficult decisions.

Going forward, as an organization we need to get more serious about our investments and or find ways to bring in money to the organization so we can continue to fund our awesome ideas and programs

Things to note on the Expense side:

CAP – smaller budget

General Board – larger to include the Ad-Hoc programming (see General Board breakdown)

Media Comm – smaller as our web updates come to a close and each committee now houses M & C within their committee budgets

IAS – because IAS now "houses" Sharing the Dream – they have moved from an expense account to an income generating account

Income Generating Accounts:

Membership – this is going to be a challenge, but we need it to balance the budget

IL Regional College Fair – we are probably relying on this income more than we should. The committee feels we might have hit a plateau. Numbers for the current fiscal year support that theory.

The biggest change for the 2016-2017 FY is the addition of Credit Card fees listed on both the income and expense sides. In doing research (and trying to balance the budget), the Finance Committee calculated IACAC "eats" or covers over \$11,000 in credit card fees per year. This is a percentage fee our servicer charges IACAC for every CC transaction made online (calculated by the total purchase price). For 2016-2017 we will be charging an additional flat fee for all programs (excluding membership for this upcoming year - even though this is a large part of our fees). We are NOT trying to make money with this change, just trying to re-coup some of our expenses. Our operational fees are going up and we have

decided to charge those back to the “customer.” For example, a full conference Registration is \$210 and our servicer charges us \$8. So, we are only “eating” \$3 instead of the \$8 like in previous years. This \$5 increase is not for membership fees. The programs that have live registrations already will not have a \$5 increase.

As an organization we are being responsible in the money we spend and being responsible with the money we don’t spend.

C. Wallace motioned to approve the proposed 2016-2017 budget to be prepared for the Membership meeting, S. Szczepanski seconded.

Discussion

Motion carried.

Committee Reports:

Admission Practices:

College Awareness and Preparation (CAP):

Conference: See President-Elect’s report.

Conference Exploration Ad-hoc:

Credentials: See Past-President’s report.

District Seminars:

Finance:

Government Relations:

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

Illinois College Fair:

Inclusion, Access, and Success (IAS):

Leadership Manual Ad-hoc:

Media Communications:

Membership:

Mentorship:

Middle Management Institute:

National College Fair:

Nominations: See Past-President’s report.

Professional Development Grants:

Professional Liaison:

Project Reach Ad-hoc:

Retirees (part of Membership):

Scholarship:

Strategic Plan Ad-hoc:

Summer Institute:

Summer Tours:

Transfer Advisory Ad-hoc: 12 applicants for Transfer scholarship

S. Szczepanski motioned to adjourn, E. Schubert seconded.

Motion carried.

Meeting adjourned at 3:41 pm.

Respectfully submitted by Erin Hoover, IACAC Secretary.