



**IACAC Executive Board Meeting
Thursday, June 2, 2016
Big Ten Building**

Board Members Present: Michelle Rogers, Roberto Suarez, Beth Gilfillan, Kathy Major, Chrissy Grotzke, Sarah Daugherty, Linda Haffner (non-voting), Nate Bargar, Amy Belstra, Traci Flowers, Mike Ford, Allegra Giulietti-Schmitt, Brian Hodges, Eric Ruiz, Emily Schubert, Jamie Simon, Stephanie Szczepanski, Kim Wiley

Board Members Not Present: Jill Diaz, Megan O'Rourke, Courtney Wallace

Guests: Emma Adebayo, Drew Eder, Donna Epton, Mike Espinoza, Zak George, Sandie Gilbert, Sarah Goldman, Rene Gomez, Erin Hoover, Sparkle Hunt, Joel Johnson, Brad Kain, George Kazlusky, Anne Kremer, Renee Koziol, Mayra Lagunas, Steve Landgraf, Mike Melinder, DJ Menifee, Tony Minestra, Jennifer Paar-Gross, Rebecca Popelka, Rosa Reiber, Kenya Taylor, Paul Welsh

Call to Order/Introductions (*M. Rogers*)

Meeting called to order at 10:05 am.

Welcome by Mike Melinder, who gave a brief history of the Big Ten.

Approval of March Board Meeting Minutes

E. Ruiz motioned to approve the March board meeting minutes. S. Daugherty seconded.

Discussion

Motion carried

Swearing In of New Executive Board Officers (*B. Gilfillan*)

Treasurer's Report (*K. Major*)

Copies of the June 2016 Treasurer's Report and June 2016 Donated Services were emailed prior to the meeting. Approved Income and Expense Budget was passed out during the meeting. All documents may be found in the Member's Only section of the IACAC website as well as on the Google drive in IACAC Exec Board > Treasurer > 2016-2017.

Approved Expense Budget includes additions to Imagine Fund.

Treasurer's Report shows nothing out of the ordinary. Several checks written in May, the majority of which were for Conference. Line #302 under "Miscellaneous Accounts - Next Year Activity" is MMI & SI. Spartan Market account and CDs also listed.

General Board breakdown included on Approved Expense Budget now to offer even more transparency and allow members to see why account has risen. Biggest increase was High School Counselor Professional Development program. Everything else is pretty similar to previous years.

Question about where Sharing the Dream falls – under General Board for current report. Next year, it will be under IAS. Question about total net worth YTD – end of fiscal year, it will be finalized. Linda doesn't have all the itemized bills yet. June 19th was the date of the report last year, so hard to compare today. Linda can send out updated amounts. \$120,000 difference between last year and this year. The reason is that Conference bills have not been paid yet. This year's June meeting occurred earlier than last year's June meeting.

Membership Report (*M. Melinder*)

After seeing a gradual drop in membership for the past few years (8.3% since 2013-14) and having several conversations with Michelle Rogers, the Membership Committee has decided to use an enrollment management approach in an effort

to increase the overall membership of IACAC in 2016-17 as well as to develop long-term membership goals that directly align with the IACAC Strategic Plan. In the coming months the committee will develop strategies and tactics to demonstrate the value of IACAC, identify and recruit new members, strengthen relationships with current members, and evaluate member benefits to ensure the needs of the membership are being met.

Chief Delegate Report (*S. Szczepanski*)

Welcome to the new delegates - Traci, Kim, Mike and Eric. Excited to have them on the delegate team. There will be delegate training at LDI as well as assembly training after the September Board meeting at ISU. Will also have a meeting as a delegate team on Tuesday before the national conference in Columbus. Stephanie will send out more information later in the summer. If you are booking travel or have any questions ahead of time - please let her know.

Last year, the delegate team put forward two motions. Brad read NACAC's response to those motions at the last meeting.

Please start thinking now about anything we want to propose. Delegates can then research it and submit it ahead of time to the assembly.

Added a strategic plan question to the annual report. Thank you to Julie Nelson and Anne Kremer for all their work on it. Brad and Stephanie will be compiling those answers and present a report shortly after July 1st. Will be following up with the individual committee chairs if activities with the strategic plan goals were not submitted. Please look for those emails and respond as soon as possible. Of course, please let either Brad or Stephanie know if you have any questions. Liaison responsibility form was passed around and submitted to Michelle Rogers at the end of the meeting.

President-Elect Report (*R. Suarez*)

Chicago Higher Education Compact Meeting at North Park University (June 7, 2016)

As mentioned in his candidate speech at this year's conference, Roberto plans to make as much of an individual and collective impact as possible as a personal thank you for all the individuals who have helped him achieve a living dream he never knew possible. After coordinating with Michelle Rogers, he will be attending this year's Chicago Higher Ed Compact meeting next week at North Park University. From his understanding, this group's mission is to increase CPS's 4-year college graduation rate to 60% by 2025 (currently around 15 - 20%).

He doesn't have all the answers, but because of his personal background (first gen junior high school graduate) and doctoral work ("The Reproduction of an American Dream or American Nightmare"), he believes he would be a passionate and experienced insider able to serve as a contributing voice representing IACAC.

IACAC Conference 2017

Roberto met with Michelle Rogers to begin preliminary planning for next year's conference. They discussed a timeline, individuals' roles in terms of conference committees and contractors, evaluations from this past year's conference, ideas on how to choose a theme and logo, general costs, and things to consider when making final decision. He will be meeting with Linda Haffner and Donna Epton by the end of June to go over roles, planning, and other logistics. He also plans to collect feedback from their years of experience. Plans to have 1 to 2 chairs for each conference committee by the end of June. There are a lot of great individuals to choose from and he will do his best to mix experienced individuals with new individuals within each committee to allow opportunities for individuals to grow and branch out. He plans to schedule the first Conference planning meeting in September.

As an individual who loves to hear feedback from multiple sources, Roberto would greatly appreciate any feedback individuals are willing to provide. He plans to send out a message through the listserv and schedule informal feedback/social gatherings throughout the summer to assist him with ideas. If anyone is interested in partaking, feel free to sign up by seeing him or emailing him at rsuarez@hf233.org.

Past-President Report (*B. Gilfillan*)

Annual reports – last report was in on Tuesday, so expect to see the whole report from Beth in the next week or so.

Summer Institute 2017 – due to all the changes and viewpoints, meeting after the Exec Board meeting today to discuss the proposal process. Summer Tours and Summer Institute chairs represented, along with their liaisons, all 4 Presidents

(including Past Past – Annie), and two treasurers. Will look at the idea of “un-tying” Summer Tours from Summer Institute, institutionalizing the high school track of SI, and ensuring that colleges consider all these aspects and costs as they submit proposals. Following meeting this afternoon, Beth will be putting out a call for proposals within the week.

Professional Pathways – will be meeting within the next few weeks to discuss plans for the coming year.

Advertising – Megan O’Rourke and Dan Saavedra will be meeting this summer to discuss plans for the future, and Beth also asked Roberto and/or Michelle to join them as they plan how to make this happen in the best possible way for our organization.

Beth thanked the Board – especially those rolling off! She thanked everyone for their service and dedication to our organization and members. It’s been a great year! This is Beth’s last Exec Board meeting – she thanks everyone for all the work and for accepting the challenge of thinking outside the box and doing what’s best for our organization and members. She’ll finish her work on the SI proposals and set-up, then that’ll be it – she’s working for Woodlands this summer so her email will still work through August.

President’s Report (M. Rogers)

Welcome! Excited to welcome such a big room of people committing to IACAC, new and returning. The June meeting to Michelle has always been similar to the recruitment cycle on the college side and a new year of school on the high school side; a new beginning. A new start to do more or differently than last year, or maybe continue the work we started or just start fresh with what we hope to accomplish. Knowing this, welcome to the June meeting...For all of you who are new, Michelle can’t wait to journey this year in our new roles. For all of those continuing, she also looks forward to the work we can continue.

Board Members and Committee Chairs for 2016-2017

The list of board members and committee chairs is included in the board structure document. Still a few spots open, when everything is complete, the Executive list serv will be updated.

She encouraged everyone to take this role as an opportunity to learn from others not in their own institutions, serve more students from IL, and take the opportunity to lead.

Passed out sheets for the delegates and council team directors to fill out liaison preferences and return to her before leaving. Michelle would like to see individual interest in liaison opportunities. Keep in mind some committees have specific needs and she may assign people for what she sees are their strengths.

The expectations for the board members will be to attend all the executive board meetings. Liaisons will be an active member of the committee they are liaison to (supporting almost as a fourth chair) and attending the meetings. Liaisons will read the committee reports as soon as they are done and help with updates and expectations. Liaisons are the voice for the committees at the board meetings. Committee Chairs do not have to attend every meeting but we would love to see you attend one throughout the year. We really rely on the committee reports, and Michelle will try to tailor them to the time of year and necessary information needed.

Advertising

In March Megan O’Rourke investigated the best opportunities for IACAC for advertising. Our Executive Board members voted to pursue a contract with Betadac. Megan O’Rourke and Betadac are planning to meet and finalize the plan soon. The media kit, with pricing and specifics of the advertising opportunities, will be developed this summer as well and distributed to colleges and vendors.

StriveScan Update

In the March meeting, Carin Smith presented the opportunity IACAC had to offer scanning at our college fairs. This will be a benefit to our members and the students. We were in the process of working through an agreement when it was presented. This is NO cost to IACAC nor is this a requirement for anyone. It is just a benefit we have been looking to offer. Michelle wanted to clarify this for everyone since people had been asking. We did do an agreement and we took a lot of time with this because we wanted to make sure it served our members and our students securely, efficiently and to their benefit. It does. Also to clarify we don’t need a board vote on this because there is no cost or requirement for our association. StriveScan: The app is currently in development and colleges can already sign up at StriveScan.com. IRCF

registration went live June 1, and after a college registers for fairs, they're redirected to sign up for StriveScan, if they wish.

Board Retreat/Leadership Development Institute

This will be held at Loyola University, Lakeshore Campus on July 28, 2016. It will be from 9-5. An RSVP form will go out to everyone. Board members and committee chairs are strongly encouraged to attend.

Future Board Meeting Dates

September 12 at ISU after Articulation Unplugged

November 2 at Oakton Community College

January 20 at Augustana Lombard

March 14 Location TBD in Springfield (in conjunction with Advocacy Day on March 15)

Conference Recap

There were 765 attendees. Highlights were Scholarships awarded with a new Transfer Scholarship announced. The wine tasting was sold out. It raised over \$1,160 for Project Reach. (They had additional donations as well.) The wine also raised \$850 after all payments for Conference. Raffle raised \$4,394, Sponsorship raised \$19,600, Exhibitors raised \$14,140, and advertisers raised \$5,400. Overall, it appears we will be making more than \$10,000. All bills are not paid out yet, but it might be slightly more – possibly \$12,000 – 15,000. The evaluations were overwhelmingly positive. Great comments and suggestions for next year as well. 93% thought the duration of the conference was excellent or good. 91% thought the schedule/format was excellent or good. 90% thought the value was excellent or good. 87% thought the sessions were excellent or good.

Board Structure and Functions

Erin Hoover provided us with a copy of the Board Structure. Delegate status – normally the President is Delegate and President-Elect is Alternate Delegate. Michelle took this job knowing Stephanie Szczepanski was a delegate and that she could not be one, since we can't have two from the same institution. Roberto will be a Delegate and Michelle will assign an Alternate Delegate. The new Past President will be a Delegate. An email to the Executive Listserv will be sent when these decisions are made.

Council Teams and Committees (4): Member Relations, Student & Family Outreach, Professional Development, and Media Teams. Each committee is listed under a specific team. Please refer to handout of the new Board Structure found on the Google drive at IACAC Exec Board > Secretary > 2016-2017.

Summer Institute

Worked this year to choose a school or reach out to a school instead of doing proposals; meeting after today's meeting with all committees related to SI (Summer Tours, SI, Presidents, Treasurers) to establish the next step. Beth Gilfillan will then be working in the next month to secure a school and get it set.

Goals

Michelle recognized the outgoing chairs and thanked them for their service.

Michelle referenced what Arel Moodie, the opening speaker at the annual conference, talked about. For everyone who attended, you may remember he said please remember when you work with students, they do not have to be smart or talented to go to college. Students just need effort. Michelle is going to embrace that theme. She offers everyone her effort. Michelle will work very hard with each committee. She may not know everything and it might not be her expertise but she will give you full effort.

Michelle would like to really focus this year on membership. She would love to see more focus for the Transfer side of our membership. When she looked at the evaluations for conference, they were constantly thanking IACAC for having more sessions, wanting more in the future and doing more for our transfer population.

Michelle would like to see us be more fiscally responsible in our day to day decisions in spending money. This happened this year at the conference. We see this in our budgets at schools. Cutting back to basics. Michelle would like to challenge us to all make these decisions without giving up the quality of what we offer our members.

Michelle would like to work with the revenue generating programs to focus the continuation of generating revenue.

Unfinished Business

New Business

2018 Conference Contract (D. Epton)

Donna began with some historical background. The last time we negotiated on a conference contract was 2013. The last one signed was 28 months before the 3 yr contract began. We book years in advance to get best deal we can. Donna looked at 2 other venues – neither had the dates we need in 2018. Westin gave Donna 2018 and 2019, too. Regarding dates, there are always conflicts in the evaluations: May 1, AP, AACRAO, holidays, etc. The biggest conflict was state testing dates and now the state hasn't signed testing source contracts, so we don't have advanced dates. Donna thinks testing will be first week or two of April based on unofficial information from College Board.

2018 Conference Dates – April 25th – 27th (hotel room rate \$172/night)

2019 Conference Dates – April 24th – 26th (hotel room rate \$174/night)

Min food/bev costs \$53K 2018, \$54K 2019 – not a problem as we already pay substantially more than these minimums. Donna is concerned that if we do not book now, the current renovations at the hotel will mean an increase in costs. If we sign contract now, we won't see any increases except those noted above on guest room rates and food and beverage. Increases in costs will definitely take place by January, maybe even by November. Hotel makes many concessions for us regarding costs: coffee, drink tickets, gratuity, A/V costs, meeting room costs, comp'd rooms, suites, deliveries, etc. Cancelling is not a reasonable option once the contract is signed because cancellation costs are too high, although we might be able to change dates and keep the current costs. Changing to a 2-day format does not decrease the costs by 1/3 and might actually increase the hotel rate. We are unique with the 45K square footage we need, which limits our location options. Conference Exploration Ad-hoc plans to present feedback from Conference session in September and share the new suggested Conference structure. Donna recommended we decide today on the 2018 contract. Question was asked about Conference Exploration Committee's knowledge and information. Not all of the committee members were present, but those who were stated they will have a great deal of info to share very soon: changes in Conference structure, committees, additions to support the President Elect, etc. Suggestion was made to take the contract for this year and decide after September for 2018.

Donna stepped out. Discussion/clarification continued. Ad-hoc Committee stated they are available if anyone has questions. Statement was made that since our organization has had such a positive relationship with the hotel for 15 years, they may possibly work with us in these additional months until we are able to vote. People would like to hear all the other offers. Not against signing at the Westin, just against signing it now. Others concerned that we will miss out on the current Westin costs if we don't decide today. Looking for more of a full picture (coming in September) – we serve the state, not just the northern IL region. Suggestion of reviewing at LDI or getting info before the September meeting so we can vote sooner. Wondered if Donna could follow up with the Westin to extend this offer for us/give us a deadline. Michelle will follow up with Donna on that.

N. Bargar motioned to NOT sign the contract presented before us today until we have the opportunity to hear the findings of the Conference Exploration Ad-hoc Committee at the September Executive Board meeting or earlier. A. Minestra seconded.

Discussion.

Motion carried.

Committee Reports:

Admission Practices:

College Awareness and Preparation (CAP): 133 students at Motivate Me: 72 females, 61 males; Camp College coming up July 12 – 15th – we have 98 applications, space for 50; taking volunteers, contact Emma Adebayo, Sparkle Hunt or Joel Johnson

Conference: See President-Elect's report.

Conference Exploration Ad-hoc:

Credentials: See Past-President's report.

District Seminars:

Finance:

Government Relations: Mark the date for March 15th Advocacy Day; question was asked regarding what more IACAC can do to help high schools with problems? As constituents, talk to legislators through e-mail or face-to-face; as an organization, Paul Welsh doesn't know, but he encourages us to think about it.

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

Illinois College Fair:

Inclusion, Access, and Success (IAS):

Media Communications: Grants to attend Conference (21); list of grant recipients still missing articles for The Admission

Essay (6): Martha Faye Ikner, Southern Illinois University Carbondale; Monika Sobota, Boylan Catholic High School;

Jeannie Mcgeehan, Victor J. Andrew High School; Amanda Surratt, Triopia CUSD 27; Molly Button, Eastern Illinois

University; William Berkley, Prairie State College.

Membership: Retirees – volunteering people for Camp College and other groups

Mentorship:

Middle Management Institute: Butler University – 19 registered, goal is 30

National College Fair:

Nominations: See Past-President's report.

Professional Development Grants:

Professional Liaison: Allegra Giulietti-Schmitt and Amy Belstra – presented at ISCA and plan to share that with a larger audience as it was very well received; curriculum-planning over the summer, sharing awareness/info; if anyone would like to help them, let Allegra know

Scholarship:

Strategic Plan Ad-hoc: Anne Kremer – really great first year. Annual Report requests had 2 questions. Outgoing delegate will work on Strategic Plan progress, may be reaching out for more info as reports are completed. Report due a couple weeks before LDI. Very important for next year's goal-setting. Stephanie will have a report on this at each Exec Board meeting.

Summer Institute: Mike Espinoza – Olympics theme; registration has been live for a month; 10 registrants for college, 15 for high school side. Ahead of schedule for all checkpoints.

Summer Tours:

Transfer Advisory Ad-hoc:

S. Szczepanski motioned to adjourn, B. Hodges seconded.

Motion carried.

Meeting adjourned at 12:43pm.

Respectfully submitted by Sarah Daugherty, IACAC Secretary.