



IACAC Executive Board Meeting
Thursday, July 28, 2016
Loyola University

Board Members Present: Michelle Rogers, Roberto Suarez, Todd Burrell (via conference call), Kathy Major, Chrissy Grotzke, Courtney Wallace, Sarah Daugherty, Linda Haffner, Nate Bargar, Amy Belstra, Jill Diaz, Traci Flowers, Mike Ford, Allegra Giulietti-Schmitt, Brian Hodges, Megan O'Rourke, Eric Ruiz, Emily Schubert, Jamie Simon, Stephanie Szczepanski, Kim Wiley

Guests: Emma Adebayo, Angie Cooksy, Donna Epton, Sandie Gilbert, Sarah Goldman, Wallace Holder, Erin Hoover, Maryanne Kelly, Steve Landgraf, Julie Marlatt, Mike Melinder, Rosa Reiber, Laura Schutt, Jen Sloan, Shawn Wochner

Call to Order/Introductions: (*M. Rogers*) Meeting called to order at 1:15pm.

Michelle stated we would listen to presentation and save questions for the end. E-mail further questions to Courtney Wallace. No decisions to be made today. Discussion will be continued at September Executive Board meeting under Unfinished Business.

Conference Ad Hoc Committee Research: (T. Flowers, S. Gilbert, C. Grotzke, M. Kelly)

PowerPoint (including charts) saved on Google Drive under IACAC Exec Board>Conference Exploration – Ad Hoc>2016-2017

CMT presented an abbreviated version of presentation during meeting, since PowerPoint had been shared with Exec Board ahead of time. No questions were e-mailed to the CMT prior to the presentation.

Committee purpose: Investigate IACAC's current annual conference procedure and structure with the intent of collecting information as it relates to cost, timing and length of conference; current organizing procedures; and location. The purpose of the committee will be to confirm what we currently do as best serving the majority of our members or offering alternatives that might help to serve more IACAC members moving forward.

Committee Members: Chair: Maryanne Kelly, Retired from Maine Township High School South; Traci Flowers, Loyola Academy; Sandie Gilbert, Retired from Highland Park High School; Chrissy Grotzke, Michigan Technological University; Emily Johnson, Augustana College; Carin Smith, Lawrence University. (Maryanne, Traci, Sandie, and Chrissy presented.)

The Why?

- IACAC Strategic Plan states we must review what we do, always opportunity to improve and grow
- College Admission Landscape has changed – May 1 has become an issue with students double-depositing, not making decisions by deadline
- Organizational best practices: Keep, Start, Stop – IL is seen as a leader among national affiliates, we want to continue this; Still serving needs of the organization as efficiently/effectively as 5 and 10 years ago?

The Methodology:

- Compiled and Analyzed Surveys – District Seminars
- Interviewed & Surveyed ACAC affiliates
- Gathered IACAC Historical Data with Donna Epton's information
- Consulted with Conference Planners – these exist now, didn't 10 years ago.

Plan to support the President-elect:

- Create hierarchy to build in support
- Combine or group committees that might share resources
- Eliminate redundancy with media communications
- Create oversight committee for transparency and to help with budgeting

See Conference Structure chart in PowerPoint in Google drive.

Two Main Surveys were administered (400+ responses): 1. IACAC pool, 2. other ACACs

- October 2015: Articulation Attendees Surveyed (NEIU, CSU did not respond)
- Mid-October 2015: IACAC webmaster sent survey to ALL members (also to those not subscribed to list-serve)

Survey: *When you HAVE ATTENDED the annual conference in the past, or think about attending in the future, what are the primary reasons for that decision?*

- Programming: 79%, Timing: 66%, Location: 65%, Cost Registration: 63%, Whether funding is available: 61%, Duration: 54%, Cost Travel: 50%, Networking: 48%, Other: 11%

Survey: *When you did NOT attend the annual conference in the past, what are the primary reasons for that decision?*

(Free Responses - did not attend):

- Cost: Locations being close to work and home is important because lodging expenses are not covered by my district and sometimes registration is not covered
- Location: Due to living in south central IL, Chicago locations are very difficult to attend to travel time/cost
- Timing: A conference during last week of April/First week of May is the WORST time for a professional conference. Make it certain no one from our school will attend; The date for conference is inconvenient.

(Free Responses - outside of Chicago):

- This is my first year as a HS counselor; I do not receive information on the conference; Not really familiar with the conference, nor has my district told us to go; Did not know about it; Other counselors from my dept. attend; I attend another conference for my generalist duties so I cannot attend; Not sure how much it can assist me; Not sure that it pertains to a HS counselor; Not Aware of Conference

Survey: *Do you plan to attend the IACAC Conference May 4-6 2016, Itasca?* Yes 39%, Maybe 38%, No 23%

Survey: *Do you have any suggestions to make the IACAC annual conference a better event for you to attend?*

(117 free responses):

- No Change (26) I've only attended conference twice as I am new to the profession was only introduced to IACAC two years ago. Both times I had a very inspirational experience
- Sessions (24) I have noticed certain programs being offered over and over again. A session on Common app vs coalition application would be great. Also, fighting our own burnout
- Timing (20) If the event could NOT be located around May 1 that would be the single best thing that would get me to attend every single year
- Location (19) Different location, preferably not in the Chicagoland every year. We could potentially have higher participation from non-Chicagoland high school counselors (due to geography and cost) AND college reps (due to cost)
- Cost (11) Just lowering cost- great conference overall!

Survey: *What month would you prefer the IACAC conference to be held?*

- May (almost 175 responses), April (100+), June (almost 100), March (75), February (70)

Conference Information from other Affiliates: 23 total (15 single state & 8 multi-states) *Annual Conference Timing*

- April (10 affiliates), May (6), June (4), March (2), February (1), July (1)

Conference Information from other Affiliates: *Length of Conference*

- 3 days/2 nights (13 affiliates), 2 days/1 night (8)
- 4 affiliates (all single state) have shortened length of conference, saw increase in attendance
- TX to shorten theirs for 2017 from 3 days/2 nights to 2 days/1 night, starting on Sunday evening
- Maryanne stated all 3 of our days are well-attended, data does not necessarily support shortening ours

Conference Information from other Affiliates: *Looking at the 3 other affiliates most like IACAC: NY, PA, & TX*

- NY: early June; 3:30 PM on Wed – noon on Fri; 6 meals, 2 work days
- PA: late June; dinner on Sunday – noon on Tues; 6 meals, 1.5 work days
- TX: early April; dinner on Sunday – noon on Tues; 6 meals, 1.5 work days
- IL: early May; early on Wed – noon on Fri; 5 meals, 2.5 work days

Conference Information from other Affiliates: Looking at the 3 other affiliates most like IACAC: NY, PA, & TX

- NY: College campus, full conference \$295, includes housing, 700+ attendance – 60% college side
- PA: Resort, E/W switch, full conference \$215, housing additional, 400 attendance
- TX: Resort, 4 city rotation, full conference \$200, housing \$169/night, 800+ attendance
- IL: Hotel, full conference, \$210, housing \$167/night, 836 attendance – 57% college side

Conference Information from other Affiliates: Vast Majority do not use a Conference Planner

- 3 have this as part of their Executive Assistant's responsibilities; 5 use a professional company
 - CMT considered Helms-Briscoe's 4 location possibilities: Westin Itasca*, Schaumburg Renaissance, Springfield Wyndham*, Bloomington Marriott
 - *were available for 2018 when contacted in late April
- Most all affiliates have conference planning committees that have carryover from year-to-year (not IL)
- We are limited by our size (not with hotel rooms, but with required meeting space)
- We don't consider City of Chicago because too cost prohibitive with taxes and unions

Next Steps for IACAC Executive Board to consider:

- If Conference CMT structure chart is adopted, add to the Leadership Manual
- Decide if we should use a conference planner to negotiate hotel contracts
- Decide on dates for 2018, 2019, and 2020 (sooner rather than later)

E. Adebayo asked if the conference rates from other affiliates included housing. M. Kelly confirmed they did not (unless otherwise stated.)

S. Szczepanski asked where Entertainment and First Timers were located on chart. Under Program. Additional slide not included because too much info to present. More detailed version of chart in PP (saved on Google Drive.)

M. Kelly reminded us that CMT isn't looking to eliminate or change what we currently offer, simply evaluating. Data shows we are doing a lot very well. S. Gilbert added this is more of a reorganization, the only differences being Project Reach will not be at Conference anymore and Media Comm seemed redundant with new structure.

N. Bargar corrected "Bloomington" Marriott is actually in Normal across the street from ISU, so meeting space might be available on campus. Also asked since 57% of attendance from college side, will Fair Standards Labor Act impact the number of college people attending.

J. Gross asked about savings if we reduce our conference by half day. M. Kelly stated we could save by eliminating one meal but reminded group to consider the overall value/net-working experience of each meal. C. Grotzke stated discussion was not about fiscal side but about the best use of time.

D. Epton clarified Project Reach will still exist as a fundraiser, just not at Conference. Also, if we shorten Conference, hotel rooms won't be booked, which keep down our overall costs.

J. Marlatt felt we should consider all fiscal components, not just time. S. Gilbert stated structure is not dependent on fiscal piece. That research can be done, but contracts need to be negotiated sooner. C. Grotzke indicated cost between doing program in Feb, for example, is significantly different than May or even April: wedding, prom seasons, etc.

T. Burrell spoke on moving Conference to a downstate location, thought it should stay in Chicagoland and suggested downstate members could take advantage of grants. Moving it out of Chicago would be asking too many people to travel and stay overnight. N. Bargar added it wasn't necessarily bad to ask Chi people to go to other places in IL and see what is going on in other parts of the state. If we keep it in Chicago, need to find other options besides grants (maybe corporate sponsors/colleges with large endowments could provide funding for someone to attend.) If we change locations, he asked how we continue to get more non-Chi people to attend.

M. Melinder suggested mini version of Conference/expansion of District Seminars in Central and/or Southern IL, same programming or selected parts that would repeat Conference; E. Adebayo suggested once every 3-4 years or so, move Conference to C or S IL and non-Chi members could plan ahead to attend those years; R. Reiber added Mentorship Meetups, way to engage the entire state not just Chi, add-on to District Seminar; T. Flowers acknowledged these were all great ideas but a false equivalency to compare District Seminars to our greatest professional development event of the year, Annual Conference.

K. Major posed question to T. Burrell: Was he concerned that if we moved Conference, the number of C and S IL HS counselors attending would not make up the number of Chicago people who wouldn't be able to travel? Yes. Todd described the ACT conference locations – Springfield and Niles. Springfield has dwindled down to about 30 people. ACT conference is based on HS counseling, and generalist counselors aren't even attending that in their own backyard.

M. Rogers asked T. Burrell to explain why he didn't hold his IACAC President's meeting on his own campus, as was tradition. He stated it was easier for him to drive up to Chicago than to spend the money/time of the rest of the board to come down to SIUE. Also shared that when he planned MO Conference, tried to shift locations from STL or KC to Springfield, MO/Branson and lost many HS counselors. M. Rogers added that we have to think bigger than our own committee. She agreed we should move locations around, but if more than half of our membership attends Conference, we ARE serving the group.

D. Epton added last time Conference was held downstate (Springfield) was 2002, and attendee numbers decreased substantially from 2001: 766 to 584. Hotel rooms increased from 495 to 673 because of all the Chi people who could no longer commute. Think of budgets now and whether any of our offices realistically have more money to pay for this.

K. Wiley stated if we move it, we just have to be prepared that we will lose people. People who know the value of Conference will travel. Are we considering what is fiscally better for us or what will provide inclusion and access to the group? Focus should be getting more people involved, might need to move location to get people interested so they will follow it back to Chicago area.

A. Belstra added we want C and S IL counselors more involved, but they may have different needs than us in Chicago. This is a bigger issue than just the Conference. As an organization, how do we more engage those counselors? Suggested a CMT that could brainstorm ways to get others more involved.

M. Rogers thanked CMT, stated how diligently they had worked, investigated any needed changes, and considered how changes would affect all members. M. Rogers encouraged Exec Board to keep this as a discussion, ask questions, and send info to C. Wallace.

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

Motion carried.

Meeting adjourned at 2:16pm.

Respectfully submitted by Sarah Daugherty, IACAC Secretary.