



**IACAC Executive Board Meeting
Monday, September 21, 2015
Illinois State University**

Board Members Present: Nate Bargar, Amy Belstra, Jill Diaz, Beth Gilfillan, Allegra Giuliotti-Schmitt, Linda Haffner (non-voting), Erin Hoover, 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

Guests: Kim Wiley, Mike Ford, Sarah Goldman, Julie Marlatt, Shawn Wochner, Rosa Reiber, Wallace Holder, Patrick Harker, Donna Epton, Mike Dunker

Call to Order/Introductions: *(B. Gilfillan) Meeting called to order at 1:45 pm.*

Approval of June Board Meeting Minutes

M. O'Rourke motioned to approve the June board meeting minutes. M. Melinder seconded.

Discussion

Motion carried.

Approval of July Board Meeting Minutes

A. Thompson motioned to approve the June board meeting minutes. J. Diaz seconded.

Discussion

Motion carried.

Treasurer's Report (C. Wallace)

There was an increase in \$21,667.20 in our checking accounts over last year. Investment accounts have rebounded nicely over the last few years and are holding pretty steady. Most recent updates show that we have lost \$441.18 in our Spartan Market, gained \$132.77 in our 12-mon CD, gained \$50 in our 6-mon CD. Overall, net worth is \$608,004.58 or \$21,409.18 more than it was last year through Sept 4th.

A few things to be aware of:

1. Fiscal Year runs June 1st, 2015 – May 31st 2016. Have already approved \$16,500 more than the budget the Membership approved at the May meeting at the IACAC Conference. Have decided these programs are necessary and are in need of either additional funding or need funding. As an elected board, it's also our responsibility to plan ahead. Ideally, new initiatives are included in the annual budget request. Budget requests for the 2016-2017 year will be due on Jan 15th, 2016. Talked about this at LDI, and will continue to talk about this at November Board Meeting...PLAN AHEAD. It's not responsible for us as an Executive Board to present a budget to the membership that isn't as accurate as it could be.
2. The Finance Committee is working with Dan to create an online reimbursement form. Will keep you all updated. Hope this form will allow for more checks and balances within IACAC as well as keep Committee Chairs aware of how their funding is being spent. For Example: If a member of your committee submits a form for reimbursement, the Committee Chair (along with the Executive Assistant and Treasurer) will get the form as well.
3. Professional Development Grants Committee – the Membership approved the Budget for PDG Committee be increased from \$10,000 to \$15,000 for the 2015-2016 FY. This increase will cover the change in grant amounts for national conferences from \$900 - \$1200. Also added several new opportunities: AACRAO's Transfer and Tech

and International Conferences along with NACAC's Critical Components Conference. IACAC Members are also welcome to contact the PDG committee for special requests. Haven't spent all of our PDG money in years. Encourage all committees to work through the PDG committee if they wish to send a committee member to a conference. Have worked hard to have grant opportunities transferred to grants committee.

C. Wallace will introduce some changes to our Budget sheet at the November Meeting.

Membership Report: *(K. Wiley)*

Decrease in total membership, not hugely alarming. Ended 2014 at 1,794 total members and this year was 1,739, down 55. College/University category 959 in 2014 and 945 this year. Related educational services were almost exactly the same (240 in 2014 vs 239). Largest gap was among secondary school members, 595 in 2014 and 555 this year; lost 40 people.

Chief Delegate Report: *(B. Gilfillan)*

B. Kain came down for the meeting but was sick so he went home. Meeting after this meeting to discuss plans for NACAC Conference.

President-Elect Report: *(M. Rogers)*

Conference

Everything is underway, program committee meeting has met twice, M. Rogers and Michelle Adams will be courting exhibitors during the NACAC Conference. Lots of enthusiasm already!

Past-President Report: *(A. Kremer)*

Both the Credentials and Nominations Committees set. Both of these are full of strong members of our association and include both green and veteran members. For Nominations Committee, asked several past presidents to serve as we will be leaning on them to help us continue to build a strong pipeline of leaders for IACAC.

Credentials committee will meet Friday, January 8th, from 9:00-12:30. The meeting will take place at DePaul University. This committee will be focusing on finding items in the by-laws that should be in the Leadership Manual. In addition, this committee has been charged with finding other items within the Leadership Manual that should be updated or included.

Nominations Committee will meet Friday, January 8th, from 1:00-4:00 pm. The meeting will take place at DePaul University. Encouraging this committee to start thinking now about individuals who would be a strong match for board service or even other committee leadership positions down the road. Travel season and NACAC are full of informal conversations, so this can be a great time to brainstorm diverse individuals who would bring different perspectives, experiences, and talents to IACAC. Under our strategic plan there is a call for IACAC to "*deliberately identify leadership in IACAC that reflects the diversity of IACAC membership including, but not limited to, ethnic diversity, geographic diversity, diversity of experience (high school/college/independent), and institutional diversity (public/private.)*" We encourage this committee to also get the blessing of those they would like to nominate before names are submitted making the process smoother for all involved. We also know that not everyone this committee engages with may be ready or up for board service at this time, but it is the role of this committee to help build an intentional pipeline of leaders for the organization.

President Report: *(B. Gilfillan)*

Thanks for the hard work everyone is doing and for getting the committee and liaison reports in.

Board meeting update – March's will be held at Sacred Heart-Griffin HS in Springfield on March 22 from 10-3, followed by our advocacy day on March 23, in collaboration with ISCA this year!

NACAC in one week! Our membership meeting is on Thursday, 10/1 from 4:45-6:15. So far, have 228 members signed up for our membership meeting.

Summer – some excellent programs took place! Summer Institute, complete with a high school track; MMI; Camp College; Bus O'Fun! Doing so many great things for our professionals and for students – keep up the great work!

Professional Pathways – had initial meeting with 25 counselors from Waukegan, including their middle school counselors. It was a very insightful meeting, and their department is excited about the prospects of this program. Retreat will be December 9-10 at the Grand Geneva. Will be reaching out to many of you in the coming weeks to ask for help with things like the case studies sessions, being Professional Pathways “Partners”, and for Waukegan-specific information from some of the most commonly applied to colleges for Waukegan.

Financial updates – met as a finance committee a few weeks ago – many thanks to Courtney for agreeing to lead some new initiatives in order to make us more accountable and transparent in our financial processes. Stay tuned for some updates, such as an online reimbursement form and process for “approving” expenses.

Unfinished Business:

Strategic Plan (A. Kremer)

Plan is done and feedback from the retreat was very helpful. One of the things that was suggested was that there’s an additional question on the annual report and the committee reports related to how the work that committee is doing furthers the strategic plan. Will include the plan in the Leadership Manual with the chief delegate as the de facto chair, will be responsible for assessing how the plan is moving forward and will report back to the board. Working on presenting a new mission statement to be approved by the membership. Once mission statement is approved by membership, it will be added back into the Strategic Plan.

It will be noted in the Leadership Manual that the delegate team, with the Chief Delegate as the de facto chair, will be responsible for tracking and informing the board and membership of how the plan is moving forward. For delegates, making notes of the progress in the annual report makes the most sense and the delegate team can determine how to best record this information and work together to delegate who is responsible for reaching out to who in terms of committees to track progress. Finally, it was suggested that there be some carry over in terms of committee members from this plan to the next plan (slated for development in 2018) along with our delegate team. We determined Julie Nelson and Annie as the chairs will continue to work with the delegate team as this plan’s progress is made. Liked the idea of pairing a team of past-presidents to serve on the committee as it allows for the inclusion of leadership and historical insight. Then essentially Julie would “roll off” in June of 2018 and Annie would stay on and we would bring on whoever is the past-president in 2018.

A. Kremer motioned to approve the 2015-2018 Strategic Plan as provided, C. Wallace seconded.

Discussion

Motion carried.

Free membership “philosophy” (B. Gilfillan)

Has come up often within various committees wanting to offer free memberships

Would like to come up with a plan/philosophy for the coming year

Project Reach – had proposed membership for PR recipient as well as their additional counselors at the June Board meeting and they’re on hold waiting for an answer

K. Wiley commented on the fact that these people won’t be members without the free offer and the free membership might connect them better to the organization with hopes that they’d participate in more with their counseling colleagues/friends from the same high school

A. Thompson suggested requiring them to connect with a mentor throughout their free membership year, M. Melinder seconded this notion of creating a checklist of sorts for them to make sure they’re accessing, engaged with and utilizing our resources/programming

K. Major asked whether we’ve asked why those who have received free membership haven’t renewed, don’t have good records of that

C. Wallace wondered if there is a better way to educate potential members on the value rather than offering them free memberships as the \$40 membership fee is not likely prohibitive

Committees work up a strategy if they’re offering free membership

Comment about whether it would be worthwhile to go to schools where we don’t have ANY members

N. Bargar commented on making sure that people knew that the membership is the only thing that is free and everything else has to be paid for; doesn’t like the idea of going to another professional and telling them what they have to do to be involved; how do we make sure we’re engaging these members long term, not just for the one year

None of the Project Reach free membership recipients have ever renewed their memberships, haven't asked these people; should be surveying these people about why they haven't renewed – can't get out of their building or ISCA is more valuable to them or what?

National average shows that when you give something away free people don't renew

We have to do a better job of offering opportunities for people who can't get out of the building

Create Project Reach mentorship structure between PR recipients like the Professional Pathways model; give them a purpose within IACAC

Put something on the Project Reach application that asks applicants if they would be willing to have a mentor as well as ask if they would be willing to serve as a mentor in the future

NACAC doesn't offer any free memberships but J. Marlatt will follow up

East Aurora – has asked for 13 free memberships, they have 3 college counselors; Matt Sheehan has been the only member there in the past

T. Minestra commented on checking our own product in terms of offering free membership

D.J. Menifee commented on the fact that no effort has been made in the past to follow up on the free memberships offered, if we offer free memberships to East Aurora and enhance our communication and outreach to them and no one renews then we know we've done our part to engage them more

Need membership to really explore this more in depth for the full philosophy

If we give them 13 memberships we need to ask them what they need in their jobs so we can create an intentional plan to make sure they get connected to our "product."

A. Giulietti-Schmitt commented on the increasing amount of college counseling that generalists are doing and sees this as an opportunity to expand our reach to those type of counselors

S. Szczepanski motioned that we approve free, one-year memberships for the 3 college counselors at East Aurora HS and ask Project Reach to provide a mentoring relationship to them, J. Diaz seconded.

Discussion

There hasn't been clear information given to the East Aurora counselors. We think they have been told that they'll all get free memberships (13).

Motion failed.

D. Menifee motioned that we approve 13 free, one-year memberships at East Aurora HS and require that Project Reach provides a mentoring relationship to them connecting them with all of IACAC's opportunities, N. Bargar seconded.

Discussion

Costs us about \$7/person additional for the printed directory and they would get discounted fees on activities but they weren't attending those activities in the past.

Motion carried.

New Business:

Professional Development & Grants (C. Wallace)

Will be sending out requests for grant applications soon (usually December 1). Have had some individual committees ask to send people to additional conferences but didn't budget for it, requests should go through the PD&G committee.

Don't think that money should be embedded in their committee budgets. Allows us to be more equitable and transparent.

Transfer Advisory/Advocacy (J. Marlatt & S. Wochner)

Transfer Advisory Proposal and Transfer Advisory Budget handouts can be found on the Google Drive under IACAC Exec Board>Board Proposals>Handouts>2015-2016

Task force turned ad-hoc committee working to accomplish 6 different goals related to a Transfer Summit, a Transfer Scholarship, additional CC and Transfer tracks at conference, work with Media Communications, defining their committee's role, writing articles in Admission Essay

Utilizing \$2,500 from NACAC's transfer grant initiatives – were able to use that to send a committee member to the NACAC conference and purchase some literature

11 community colleges in Illinois that have 0 members, 12 community colleges have only 1 member each

Linda commented that there might be a few more that do have members

Income: 2016 NACAC Transfer Grant = \$2,500; In-Kind gift from College of DuPage = \$1,155; Transfer Summit (budgeted for 50 attendees at \$20 each) = \$1,000

Expenses: Media and Publications = \$1,000; National Institute for the Study of Transfer Students = \$1,000.50; AACRAO handbooks = \$180; IACAC Membership (5 new memberships) = \$275; IACAC Conference "packages" (5 registrations + 5 ½ hotel rooms) = \$1,976.85; Transfer Summit = \$3,513; Transfer Scholarship = \$1,000; Overage spent from 2015 NACAC Transfer Grant = \$120.59

Total Income = \$4,655

Total Expense = \$9,065.94

Net Expenses for IACAC = \$4,410.94

Committee's proposal hits every aspect of the new Strategic Plan and addresses a need/gap in IACAC right now

Committee would like to apply for an Imagine grant to pay for 3 Conference packages with the hopes that IACAC would pick up the additional 2 packages through the PD&G committee

Need to consider an amount that covers everything pending they don't receive additional NACAC funding

Would like to make Transfer Summit a yearly event, think that the free memberships and conference packages could go away in the future as membership builds from this population

Anne K encouraged committee to foster and mentor a relationship with those who receive free membership/conference packages like was suggested to Project Reach

Suggestion to buy handbooks every few years to help trim costs; plan to pass the books between new committee chairs
IACAC spent about \$4,700 towards IACAC Conference for grants from PD&G this past year, everyone who asked for one got one, highest individual conference grant was \$392. Total covered 18 at varying amounts.

In regards to free membership, committee feels that they'll approach community colleges that host IACAC/IRCF college fairs. Julie will also work to get a plug out at IACRAO.

2016 NACAC Transfer grant will cover National Institute conference and handbooks and then there will still be some leftover

Many more transfer/community college members in IACRAO (operational based) vs IACAC (recruitment based), need to build our options so we can draw some of those members

Scholarship process will be housed within scholarship committee (like Project Reach) but Transfer committee will award it

D. Menifee motioned that we approve the budget proposal as presented, A. Thompson seconded.

K. Major makes a friendly amendment for IACAC to cover 2 membership+conference packages rather than the 5 requested reducing the total by about \$1,351; approving a budget of \$3,060. D. Menifee and A. Thompson approve friendly amendment.

Discussion

Would like to be cognizant of long term sustainability of this and future expenses that would be needed. Have to try it and see before we can predict long term place within structure/budget.

Is grant money new money added onto the existing \$15,000 we already have budgeted for PD&G or does it come out of the existing \$15,000?

Comment about inviting transfer folks from contiguous states

If committee gets NACAC Imagine Grant, these 2 from IACAC will be in addition to those 3 they'd also like to offer through that program; the NACAC Imagine Grant will not decrease their IACAC amount.

Would like to encourage the committee to encourage the other 3 people, if they don't get the NACAC Imagine Grant to still apply for an IACAC Grant in case money allows for them to be granted depending on all other requests.

Motion carried.

Conference Budget (M. Rogers)

Conference Budget can be found on the Google Drive under IACAC Exec Board>Conference>Conference 2016

Conference theme is "be Extraordinary" – we have the amazing opportunity to see immediate impact and results in the work that we do and that is extraordinary!

Arel Moodie keynote speaker, spoke at Naviance/Hobsons, motivational speaker

Email Michelle with ideas for endnote on Friday

Hotel costs increased 3%, renovations happening, should be done in April

Mentorship and IAS receptions are line items

Misc – Conference app costs won't be as high as the initial year, the app was paid for last year with a 2-year contract, this year's costs will be minimal and are mostly Betadac charges

Most things will stay status quo but there are some great new ideas

Is there a possibility to allow people to opt-out of a printed program/packet, might not save us a whole lot given the headache of determining who gets print and who doesn't at registration

Have changed to a wine tasting rather than a 5K to benefit Project Reach – first year of 5K was 88 people, 72 the second year and only 42 people who ran last year, will still charge/sell tickets and will have a cap of around 100 people – more than have ever signed up for the 5K

Will sell fun/fake ribbons to raise money example: “bored” member

Have asked Conference to bring in \$2,000, that's already approved, don't have to vote now b/c she's not increasing the fees

Volunteer Form update & demo (S. Goldman & M. Ford)

See Volunteer email that was sent to check the live volunteer list, instructions were in the email

New IACAC website that is mobile-responsive/friendly and more attractive, includes a new events calendar where you can view all IACAC events

Will send something to the membership regarding new website

Sharing the Dream budget proposal (T. Minestra)

Need to submit the new budget proposal form

Hugely valuable conference based on survey results

Hope to host it in late May – proposed date conflicts with the Chicago Area Regional Representatives (CARR) luncheon

Last year it cost us about \$1,600, did not break even but we did still make the donation to the IL Dream Fund.

Need to update their budget numbers, don't quite add up

IAS would need to include this in the budget request in January for 2017 if they plan to continue it that year, weren't able to include it for 2016's budget b/c it hadn't happened yet so they didn't know it would be so successful

Could we do an online vote or approve the program/planning pursuit and wait until November to get accurate numbers

Got the Imagine Grant last year but won't get it this year

Tabled until November

Conference Exploration Ad-hoc (B. Gilfillan)

Conference Exploration Ad-hoc is beginning to explore our current/historical conference structure, Maryanne Kelly is chairing this committee (*updated since September 21st board meeting*), 6 members of committee, ask Beth questions after, committee will report back with their timeline, surveying results

Membership “badge” – electronic logo (A. Kremer)

Brought to Anne's attention that members can't use our IACAC logo, can only say they are a member, recommendation to create a “member” logo/badge. Would like to ask Sherry to create it, need board approval, will then send note to listserv allowing people to use it, need to flush out the process for how it will be distributed

N. Bargar motioned to approve creating an annual membership badge including measures to protect its copyright integrity, M. O'Rourke seconded.

Discussion

Motion carried.

Committee Reports:

Committee Chairs – be sure to use the current board report template that the President sends out as there may be different questions on it than ones used previously.

Admission Practices:

College Awareness and Preparation (CAP):

Conference: See President-Elect's report.

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: M. O'Rourke is doing research on advertising and will have an update in November.

Membership: The Membership Committee is chaired by Carl Krause, Omar Solomon and Kim. Our committee members are TBA. Two major committee goals right now: 1) To modify membership fee structure in order to increase and retain membership. 2) To increase communication with members throughout the year, especially with new members and those from areas we have the least amount of people from (ie the Southern region). Just had a phone conference last Monday with the tri-chairs, Allegra, Linda and Beth to talk about what is important to focus on in the next month or so.

Upcoming Activities: 1) Sending reminders to members about renewing, 2) Working on welcome letters for both new and returning members, 3) Making sure all state articulations had someone speaking about IACAC membership and proofing the script to be read, 4) Get our committee together and set-up a meeting in November.

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:

S. Szczepanski motioned to adjourn, J. Diaz seconded.

Motion carried.

Meeting adjourned at 5:10 pm.

Respectfully submitted by Erin Hoover, IACAC Secretary.