



**IACAC Executive Board Meeting  
Friday, November 4<sup>th</sup>, 2016  
Oakton Community College**

**Board Members Present:** Michelle Rogers, Roberto Suarez, Todd Burrell, Courtney Wallace, Sarah Daugherty, Linda Haffner, Amy Belstra, Traci Flowers, Mike Ford, Brian Hodges, Megan O'Rourke, Eric Ruiz, Emily Schubert, Jamie Simon, Stephanie Szczepanski, Kim Wiley

**Board Members Not Present:** Nate Bargar, Jill Diaz, Allegra Giulietti-Schmitt, Chrissy Grotzke, Kathy Major

**Guests:** Emma Adebayo, Donna Epton, Sarah Goldman, Erin Hoover, Sparkle Hunt, Joel Johnson, Tony Minestra, April Ponte

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**Call to Order/Introductions:** (*M. Rogers*) Meeting called to order at 10:04am.

Welcome by Michele Brown of Oakton Community College, Past-President of IACAC.

**Approval of September Board Meeting Minutes**

*S. Szczepanski motioned to approve the September board meeting minutes, E. Ruiz seconded.*

*Discussion*

*Motion carried.*

**Treasurer's Report** (*C. Wallace for K. Major*)

Checking balance stands at \$340,661.07. This is a decrease of \$57,084.90 over last year at this time. Our investment accounts varied last year quite a bit, but those are back on an upward trend and we now have an increase of \$6,418.15 in investments. This puts us at an overall decrease of Total Net Worth over last year of \$50,666.75.

This decrease is a result of our spending over the previous budget year. After all income and expenses, we didn't have a profit. We are spending more in a budget year than we bring in. We are a fiscally healthy organization, but this model is NOT sustainable. We cannot continue to spend more money than we bring in.

We ALL (committee chairs, board members, etc.) have a fiduciary responsibility to IACAC. We have to be responsible with our spending and also creative about ways to bring in money into the organization while maintaining our mission as an organization. We will need to make some bigger decisions over the next couple of years so that we can maintain our healthy financial state.

Committee Budget Workshop Overview: Committee Budgets are a huge part of planning. It's our job as liaisons and committee chairs to understand our budgets and be thoughtful about the budget request for the upcoming year. The Finance Committee builds a budget based on the information provided. Committee budgets are due Jan 15<sup>th</sup>, 2017 and these will build the committee's budget for the next fiscal year: June 1<sup>st</sup>, 2017 – May 31<sup>st</sup>, 2018.

Courtney volunteered to host 2 GO TO MEETINGS for Committee Chairs (mandatory for at least 1 chair to attend.)  
Dates/times: Thursday December 15<sup>th</sup> and Thursday, January 12<sup>th</sup> at 2 or 2:30.

Committees can already track C&M charges, and Kathy Major has also created a document that shows a committee the calculated percentage of how much they have spent overall. Linda sending out Dan's Invoices to committees with Charges. Courtney sending out the Committee Budget Proposal Workshop form on the IACAC Exec Listserv.

**Membership Report:** (*T. Flowers*)

Overall membership is up 11 members; up 85 in College/University, down 75 in Secondary, down 4 in Related Educational Service Members.

Using targeted email communications to follow up with the 625 members who did not renew.

Calling campaign will be held and will need help making the calls.

First meeting on November 9<sup>th</sup> by conference call.

Traci Flowers is speaking with graduate schools, specifically Northern Illinois University, to generate more interest.

The Secondary numbers that are down may be partially due to the 30 free memberships from last year that have not renewed. Also, many members have changed jobs and begun a new membership with the new place of employment, not “renewing” under their previous account. Duplicates have been created and will need to be addressed. Make sure we are teaching the NACAC Step-by-Step Guide at our IACAC district seminars to increase our presence.

**Chief Delegate Report: (S. Szczepanski)**

Stephanie Szczepanski thanked the delegates (and alternate delegate) for the amazing job at NACAC Assembly in Columbus this past September. As a recap, delegates attended the Assembly Preview and Nominee speed dating the Wednesday before conference. The biggest job for the delegates was to vote on changes to the Statement of Principles of Good Practice (SPGP), electing the president elect and the board of directors for NACAC.

**Motions:**

- A. We voted on the SPGP, Section II – Postsecondary Members, Best Practices, A. Promotion and Recruitment, 3. All postsecondary members must disclose their third party representatives who they are compensating and indicate how students may request verification. This motion passed.
- B. Two other updates to motions we submitted last year, no vote needed.
  - a. One is based on the motion we submitted as a delegation about various terminology. They have cleaned up the statement and made it more direct and clear with the various types of admission plans. (I.E. Early Action, Restrictive Early Action, Early Decision)
  - b. They have also put in a caveat to the motion we passed last year about institutions not asking what other schools a student has applied to. A postsecondary member may require documentation, even when it might divulge the name of another institution, to support a candidates’ appeal of admission, financial aid or when the appeal makes reference to an offer from another institution.
- C. We submitted two new motions on behalf of Illinois and both passed.
  - a. We recommended that the NACAC Board of Directors review the SPGP for postsecondary institutions regarding working with institutions’ senior administrators and financial aid offices to not include the parent PLUS loan as part of the original financial aid package. Stephanie recommended that NACAC work with NASFAA to create a policy that members of both organizations can follow.
  - b. We recommended that the NACAC Board of Directors provide secondary and post-secondary institutions and counseling professionals with a comprehensive timeline that encompasses the admission cycle from the opening of the application process through May 1<sup>st</sup>. Both of our motions created numerous questions, however, we essentially only asked the NACAC Board of Directors to start the conversation and look into it.

At the membership meeting, they voted and approved to change the way NACAC membership numbers are calculated. NACAC will now use a three-year average.

The November committee board reports asked for each committee to talk about how they are meeting the goals of the strategic plan. This will help when committees do their annual report. Liaisons, make sure to review the board reports and confirm the committee co-chairs are listing at least one of the strategic plan goals and how they are meeting it.

**President-Elect Report: (R. Suarez)**

Conference Budget shared by Roberto Suarez and in Google Drive. Costs are similar to those of past conferences.

**Multi-tiered plan for speakers:**

- 1. Dr. Cornel West: Keynote option. Roberto is negotiating his fee and working with individual donors to cover speaker cost. Goal of opening up conversations and critical questions among our membership, specifically covering the topic of equity. Dr. West is the author of *Race Matters* and *Democracy Matters*. He will be asked to speak on “Equity Matters” at Conference. Increase in terms of his speaker fee, but this is a way to fulfill the Strategic Plan for brand recognition and promote IACAC’s name.
- 2. Dr. Joyce V. Brown: Endnote option. Dr. Brown is well-known in the counseling field and for her work with Chicago Public Schools. She is currently in Washington, DC working on a project with Michelle Obama. Inviting her to speak will give CPS a larger voice in our organization, letting people see collaboration can have an impact.

Working with administrators at other universities and schools to get them more involved in the Conference, possibly increasing membership and generating more income.

Will keep the Conference sponsorship opportunities open on the website to accommodate co- and multiple sponsorships – named or anonymous.

Will work with Kim Wiley, Professional Liaison, when collaborating with outside organizations.

Conference sessions proposals: Liaisons, please ask your committee co-chairs to propose one session that pertains to that committee and its purpose. Roberto will post a formal request the liaisons may share.

Raffle Committee would like to raffle off a membership at Conference and asked Roberto to bring the idea to the Exec Board. (In New Business.)

Dates of upcoming meetings are on the Conference Budget report. Roberto is always open to feedback.

### **Past-President Report:** *(T. Burrell)*

#### Credentials

First meeting took place last week. Second meeting will be on Dec 14<sup>th</sup> – both via phone. In-person meeting on January 19<sup>th</sup> at Oakton Community College.

One of the responsibilities for Credentials is updates to Leadership Manual; responsibility of the committee to make sure their page(s) is/are updated prior to the Credentials meeting on Dec 14<sup>th</sup>. Todd Burrell will ask co-chairs to send updates to him and will contact the liaison if he doesn't receive them.

No major IACAC by-law changes from NACAC.

Some committee members have asked Credentials to look at membership category, and this will be addressed.

#### Nominating

Call for nominations went out on the Listserv. Members can self-nominate.

Already have 4 nominations in just a few days! Hoping for a lot more at the last minute.

Another reminder on the Listserv before Thanksgiving. More reminders before the winter holidays and final deadline.

Candidates will need to attend March meeting in Springfield. Nominating Committee will present the slate of candidates to the Board at that time.

Patricia A. Kosowski award nominations needed.

#### Past Presidents

Past Presidents meets once a year, and the current IACAC President gives an update.

This year's meeting will be in January at Fenwick HS, thanks to Laura Docherty.

### **President's Report:** *(M. Rogers)*

Michelle Rogers passed around a sheet for 2016-2017 IACAC events with dates and locations. Board members initialed the ones they can attend. With membership being a commitment and conference visibility and promotion being something we want to commit to, the goal is to see an executive board member in attendance at each one of these events.

Although it has been a busy fall for board members' day jobs, IACAC has been busy, too. The National College Fair on October 1 saw almost 4500 students. Many volunteers and the NCF Chairs and volunteers did an outstanding job organizing the event.

We have had several Admission Essays written on the conference, IAS, and membership.

ICRF fairs have been very busy, and StriveScan in its first year did very well.

There have been many committee meetings this month so IACAC is planning for the year, and is very active.

A call for proposals went out to IACAC members for the Conference. Roberto has asked each committee to offer a proposal pertaining to the committee they serve. Liaisons, touch base with your committee and manage this process. Call for nominations has gone out. Think of who you can nominate: will they agree, and will they do the work? These roles are VERY rewarding.

Dan Saavedra's title change will most likely be seen in the upcoming months. When Dan started his connection with IACAC in the early 1990s, the term "webmaster" was prominent. That title and his affiliation with IACAC has changed dramatically in the last 20 years. Look for "Director of Digital Communications" when his role is listed.

## **Unfinished Business:**

### **Listserv discussion (R. Suarez/E. Hoover)**

Roberto Suarez was approached by IACAC member, Zak George, and asked to consider opening up access to the IACAC Listserv. No decisions being made today – Roberto will work with Zak to create a motion.

Google Doc: Listserv Considerations, Feedback & Suggestions (E. Hoover)

- I. Consider opening listserv up to public or members and additional verified educational related individuals
  - A. Arguments for:
    1. Allows for more/better access for IACAC to promote seminars, conference information, other events, knowledge, etc
    2. To send email to non-members (i.e. those who've attended a District Seminar or other IACAC event in the past but are not members for whatever reason) costs additional money. These people could be added to the listserv possibly eliminating/reducing Betadac emails.
    3. NACAC exchange and ISCA listserv are setup like this
    4. Could boost membership? Could boost registration at events? Could boost knowledge to better serve underrepresented populations (counselors and students alike).
  - B. Arguments against:
    1. Perk/benefit of membership, what remains in the membership benefit column if we remove this as a perk?
    2. Someone would have to be assigned to verify non-member educational related individuals who'd like to join
    3. In its current state of members only, it's already difficult to police/enforce etiquette policies, those unfamiliar (non-members) may have harder time following policies; would require more time and energy on MC chairs to enforce violation rules
    4. If we open it up and reduce the number of Betadac emails (branded, HTML emails), our brand image could weaken.
    5. The listserv (and email, generally) is a delicate environment. Too much volume or irrelevant content could easily annoy members possibly leading to unsubscribing or a decline in membership.
  - C. Other considerations:
    1. Nothing in by-laws about this but Leadership Manual describes listserv as perk/benefit of membership (that can be changed/updated)
    2. WDOAD (What Do Other Affiliates Do?)
      - a) Texas - No listserv, if a member wants to send anything to the entire membership it has to go through their Executive Assistant
      - b) Minnesota - Members only, sole method of communication with members
      - c) Southern - Members only, sole method of communication with members
      - d) Western - Members only, also use additional email service (like a Betadac)
      - e) New Jersey - No listserv
      - f) Wisconsin - Members only, sole method of communication with members
      - g) Northeast - Members only, also use additional email service (like a Betadac)
  - D. Possible suggestions:
    1. A separate forum for anyone to join/opt-in like NACAC exchange, current listserv could maintain its core member-only identity but there'd be an additional space.
      - a) Possibility of too much duplication
    2. Open listserv up but begin moderating ALL emails so that they have to be approved by an admin/moderator before they are distributed
      - a) Would cause delay in emails getting out
      - b) Censorship?
    3. Leave listserv members only, as-is
    4. Poll membership to see what members want/don't want
- II. Consider allowing college events FOR COUNSELORS (luncheons, informational sessions, etc) to be advertised through the listserv

- A. Arguments for:
  - 1. Allows high school counselors who aren't as connected to colleges to learn about opportunities at those colleges, increasing awareness for their student populations
- B. Arguments against:
  - 1. Slippery slope for colleges to cross line and promote events not really within this specific category
  - 2. Colleges can invite whoever they choose, shouldn't that be left up to them? Maybe colleges would be totally ok with counselor events being shared publicly?
- C. Possible suggestions:
  - 1. Create additional listserv/forum for these to be shared
  - 2. Create a place on the website where colleges could upload their event details
  - 3. Continue to prohibit advertising of this kind, keep listserv as-is
  - 4. MC Committee take some time this year evaluating listserv guidelines/etiquette to ensure it serves our members in the best way possible

M. O'Rourke asked if we have been approached by anyone else regarding this topic, which we have not. If we open the Listserv, will we get anyone to join? Suggested a Listserv-only option like booklet-only option in CARR.

L. Haffner shared that as soon as members are added through new memberships, many request to be taken off. She receives weekly requests from people asking to leave the Listserv.

T. Flowers stated that coming from IAS, this was approached as an access issue. In response to NACAC 2013's tech survey and NACAC exchange. This would provide collective advice from the Listserv to all. People who don't have the means to be a member deserve to have a discussion.

E. Ruiz commented we are all part of the Listserv and don't understand what it's like to not have access to it. Suggested a "First Time Listservers" option. He tells new staff: give the Listserv a year, then ask to be taken off to see if they miss it.

M. Rogers stated when you are very new to the profession, you appreciate the Listserv. When you change jobs or get a new responsibility, you still need it. Asked that we consider: is this something we can do, how do we manage this, and what is required for this?

T. Minestra commented that language in the by-laws exists that identifies appropriate content. We need to review the language to determine what we consider "promotional" language. Two different discussions here: 1. Issue of access for all to the Listserv AND 2. Issue of appropriate content.

T. Burrell shared that Articulations promote free publications, counselors like access to free information. We have resources already. SIUE uses one automatic sign-up version and one version in which people opt-in for themselves.

C. Wallace confirmed we are NOT in support of opening up the Listserv without some sort of verification.

E. Hoover explained Zak only brought up topic of access, another member addressed topic of specific content. We could look at current etiquette policy to evaluate and review. Mentorship Committee created their own Google group.

K. Wiley spoke on content, explained their International Fair was advertised on Listserv 2 years ago and it was full within 2 days, drawing people they'd never met before. This year, they couldn't post it on the Listserv, and numbers are much lower. The "regulars" are all coming, but the people who don't have access haven't been informed.

A. Belstra encouraged everyone to think beyond IACAC with other groups (such as ISCA) and come up with a way to partner with other groups for a new forum.

Roberto will report back to Zak with pros and cons to create a motion, asking for feedback.

### **Insurance Update (M. Rogers/L. Haffner)**

(Continuation of discussion on the need for insurance coverage when holding overnight IACAC programs with students.)

Michelle and Linda contacted six insurance companies. Four wouldn't even quote us after reviewing our by-laws. Still waiting on one company, and received a quote for \$5685 per year for the extra insurance policy from the other.

Total cost will be close to \$11K per year if we add this to our current insurance for directors, officers, etc.

We haven't received the quote from the company NYSACAC uses yet, which could be even better.

Extra funds available in the budget now, due to Professional Pathways cancellation. (See HSCPD Committee Report.)

Insurance will be IACAC's responsibility and expense.

Background checks will also be IACAC's expense, but Camp College and Motivate Me committee chairs will be responsible for collecting background check info on approved volunteers.

Background checks are \$29/person and at least 2 weeks needed to receive them, so no last minute volunteer additions.

Speakers won't need them – only the adults who are spending the night, riding the bus, and/or facilitating the program. Background checks are needed for people who attend events while representing IACAC. Not needed for people who attend events while representing their own institutions.

Committees will not be expected to fundraise to cover background check expenses.

*S. Szczepanski motioned that IACAC will cover the cost of insurance and background checks for the Camp College and Motivate Me programs and will choose the best fiscally responsible option, B. Hodges seconded.*

*Discussion*

This gives us the option to choose NYSACAC's company if their quote is lower than our first quote, while still offering the overall coverage our organization needs. This also allows us to move forward in the planning of the programs.

*Motion carried.*

#### **New Business:**

##### **Raffle Committee's Free IACAC Membership**

*R. Suarez motioned to give the IACAC Conference Raffle Committee permission to raffle off 1 membership to a conference participant in the value of their current employment status at the start of the membership year, M. O'Rourke seconded.*

*Discussion*

A certificate will be created. This can be gifted to a colleague. We will try it this year to see how much revenue it generates, with the possibility of offering additional memberships next year.

*Motion carried.*

##### **Conference 2019 Dates (D. Epton)**

Chart submitted on Exec Listserv by Donna Epton prior to the meeting and in Google Drive.

Historically, there have been quite a few issues we need to consider when making plans for the Conference. Conference Exploration Survey results stated April and May are the best dates, so we will keep Conference during those times. We have tried to avoid as many conflicts (testing, other conferences, holidays, etc.) as possible over the years.

Donna asked that we consider both date options (4/17 – 4/19 and 4/24 – 4/26) suggested for 2019, which provides more flexibility when contacting venues regarding their availability. Discussion about college fairs taking place during those weeks. Suggestion made to look at dates after AP Testing, but many schools are done by then or holding graduations/honors convocations, especially in the southern part of the state. Suggestion made to look at different days of the week other than W-Th-F. However, hotels tend to avoid the T-W-Th format because it limits them from having other business early and late in the week. Additionally, survey results did not indicate a need for a change in the day of the week structure.

*S. Szczepanski motioned we explore both date options (4/17 – 4/19, 4/24 – 4/26) for Conference 2019, E. Ruiz seconded. C. Wallace made a friendly amendment to look at M-F of both weeks. S. Szczepanski, E. Ruiz approved. Since Good Friday is April 19<sup>th</sup> and Easter Sunday is April 21<sup>st</sup>, S. Szczepanski amended to only explore the week of April 22<sup>nd</sup> – 26<sup>th</sup>, including the friendly amendment.*

*Discussion*

*Motion failed.*

*M. O'Rourke motioned that we consider holding the 2019 Conference April 29<sup>th</sup> – May 3<sup>rd</sup>. S. Szczepanski seconded.*

*Discussion*

Donna would like to see if the hotels have the dates available, obtain a contract, and then ask the hotels to hold the dates until we can vote at our January Exec Board meeting. Since May 1<sup>st</sup> was a top complaint in the Conference Exploration survey, suggestion was made to also consider the week before April 29<sup>th</sup>.

*C. Wallace made a friendly amendment to also consider the week of April 22<sup>nd</sup> – April 26<sup>th</sup>. M. O'Rourke, S. Szczepanski approved.*

*Discussion*

*Motion carried.*

## **Speakers Bureau (T. Flowers)**

The Retirees committee feels the Speakers Bureau would be better aligned with another committee. They have stated that most of the Speaker Bureau volunteers are younger college reps and the retirees do not feel they are in the best position to be placing them. They feel without knowing the volunteers and their skills, that other more current members/committees could be more effective. Michelle Rogers and Kim Wiley will discuss. Traci Flowers will relay info to Retirees that we will find a new place to house it. Going forward, any new requests for speakers should be sent to Michelle and Kim.

## **Committee Reports:**

Admission Practices:

**College Awareness and Preparation (CAP):** Handout of fundraising initiatives to help pay for background checks and other professional development ideas. (Note: committees are not required to fundraise to have successful programs.)

**Conference:** See President-Elect's report.

**Credentials:** See Past-President's report.

District Seminars:

Finance:

**Government Relations:** Monitoring state budget. Upcoming NACAC webinar for national election. New legislation to require high schools to list SAT on transcripts. An opt-out option will exist, and there is no specified time, so could be on the final transcript, avoiding admission review at test-optional schools. Contact local politicians with your opinions.

**High School Counselor Professional Development Ad-hoc:** (A. Belstra for N. Bargar) Update on Professional Pathways: program will not take place this year. Spirit is still there, but support and momentum have dwindled. Money that was allocated for 2<sup>nd</sup> year will stay in the IACAC budget. HSCPD committee is still intact. 2019 Conference location members, District Seminars, Eureka professional development event, and Articulation Unplugged are all ideas for the future.

**Illinois College Fair:** Meeting is next week. Dates of 2017 Articulations will be ISU (Unplugged) 9/25, WIU and NIU 9/26, SIUE and NEIU 9/27, SIUC and CSU 9/28, and EIU 9/29.

**Inclusion, Access, and Success (IAS):** Cancelled meeting in the city due to the Cubs parade. Holding a Sharing the Dream meeting on November 10<sup>th</sup>.

**Media Communications:** Please abide by 3-week lead time request. Always looking for new members.

**Membership:** See Membership report

**Mentorship:** Attend Mentorship meet-ups; Holiday parties in Oak Park, Champaign, and Edwardsville on Dec 8<sup>th</sup>.

**Middle Management Institute:** Location is set at College of DuPage. Finalizing dates, will be one of two weeks in July.

**National College Fair:** Had the most responses on evaluations in the last several years. Meeting in Nov to set 2017 dates. Significantly less (-3000) students than normal. Significantly more high schools: 553 vs 400. Gave \$500 bus grants to 8 buses. Increased from 360 to 570 educational workshop participants. Discussing decrease in students with NACAC.

**Nominating:** See Past-President's report.

**Professional Development Grants:** Grant application will go live in early Dec.

Professional Liaison:

Retirees (part of Membership):

**Scholarship:** Application going live Dec 8<sup>th</sup>.

Strategic Plan Ad-hoc:

**Summer Institute:** Will be July 26 – 28<sup>th</sup> at University of Illinois – Urbana-Champaign, meeting next week.

**Summer Tours:** Considering request to add independent counselors.

Transfer Advisory Ad-hoc:

*E. Ruiz motioned to adjourn, K. Wiley seconded.*

*Motion carried.*

*Meeting adjourned at 1:52PM.*

*Respectfully submitted by Sarah Daugherty, IACAC Secretary.*