



**IACAC Executive Board Meeting  
Friday, November 13, 2015  
Loyola Academy**

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

**Board Members Not Present:** Mike Melinder

**Guests:** Aliza Gilbert, Donna Epton, Angie Cooksy, Maryanne Kelly, Rene Gomez, Gabrielle Feldman, Jamie Simon, Mark Porcaro

---

**Call to Order/Introductions** (*B. Gilfillan*) Meeting called to order at 10:06 am.  
Welcome from Loyola Academy.

**Approval of September Board Meeting Minutes**

*B. Kain motioned to approve the September board meeting minutes; E. Schubert seconded.*

*Discussion*

*Motion carried.*

**Treasurer's Report** (*C. Wallace*)

Handouts can be found on Google Drive IACAC Exec Board>Treasurer>2015-2016

As of October 31<sup>st</sup>, 2015 we have a current net worth of \$651,732.58. This is an increase of \$7,559.23 over last year. Our primary checking balance sits at \$365,728.53 along with our secondary (reserve checking) at \$34,079.72. Overall, our checking balances are sitting at \$2,062.28 less than last year. So, you can see our overall growth in net worth since last year has come from our investments (\$9,562.62 in Spartan Market and \$58.89 in our 12 month CD).

As an Executive Board, we need to continue to be mindful of our responsibility to IACAC. The amount of money we have approved above and beyond the budget our membership approved in May has reached almost \$20,000. \$20,000 is over 10% of our operating budget. We are a very healthy organization. We have several new projects and programs that came about after the budget was presented - we should do our best to present the most accurate budget to our membership each May.

Question about why General Board is so much higher right now this year than last year; quicker reimbursement for NACAC expenses, more Ad-hocs than last year.

Budget Proposals will be DUE on Friday, January 15<sup>th</sup>. The Finance Committee will use committee proposals to put together the budget to present to the EB at the March Meeting. If approved, the 2016-2017 Budget will be voted on during the May Membership meeting at Conference.

Things to be thinking about as committees:

1. What have we spent already?
2. What activities, etc. will we spend money on before May 31st of 2016?
3. Are you planning new initiatives or discontinuing old ones that will change the amount you will request for 2016-2017?
4. Is this enough for your plans for 2016-2017? If not, why?
5. How much did your committee spend on M&C? If you need to know, contact Linda, Courtney or DeVone or Kathy.

6. How does your budget proposal fall in line to carry out the mission of IACAC and Strategic Plan?

7. You need to be accountable for YOUR BUDGET! Be mindful of how much you have, don't have and what your plans are to spend it!

Courtney provided a breakdown of what comes out of the General Board line item: Meetings, Finance Committee, Office Supplies, Advocacy Day, Fees, Media Comm, Ad-hocs, and a few others

Liaisons should pick up the phone and connect with their committees to make sure that they're being thoughtful and planning ahead for their budget proposal.

Utilize Google Drive to keep better records especially related to expenses, contracts, saving receipts. Chairs should be saving everything within their folder on the Drive – will help for future planning. Designate a committee chair to save the reimbursements into the Google Drive folder.

Don't forget to do your donated services – follow up with committee chairs

### **Membership Report (A. Giulietti-Schmitt)**

Up 29 in College/University; up 136 in Secondary School Members

Looking into Illinois Colleges/Universities as that's the only category that is down

Looking at 5-yr average as well to see how this compares to years past

Also working on a true membership/mentorship process

Liaisons should use Beth's email to remind their committee chairs, remind people at your institutions

Membership reminders were strategically sent which were seemingly successful as membership is up from last year at this time.

Strong returning committee but actively increasing committee members to better represent all IACAC sub-populations from around the state to help recruit new members.

The Committee's action plan is to contact new members and members from underrepresented areas to discuss the benefits of being in IACAC. Tri-chairs are preparing a "talking points" sheet so that committee is streamlining the information with everyone.

Data from affiliates is compiled and we plan to put together a few options to present to the board. Goal is to have a proposal for membership fees by the March meeting.

### **Chief Delegate Report (B. Kain)**

San Diego- National Association for College Admission Counseling (NACAC) 2015 was a great experience for all of the delegates, and the Illinois Association for College Admission Counseling (IACAC) was well represented!

Delegate group met Tuesday evening to discuss our objectives. The group prepared to meet and greet the candidates running for board positions and discussed hot topics and motions that would be presented at the general assembly meeting.

Wednesday, September 30, 2015: The assembly preview. This meeting is where the assembly agenda was discussed. After lunch with the entire assembly, IACAC delegates met with the board candidates. IACAC was represented by 11 delegates, which gave Illinois one of the highest number of votes out of all of the ACAC's attending the conference. They came well-prepared and did a great job of leading the discussions on very difficult topics.

Thursday, October 1, 2015: The Affiliate Membership Meeting. IACAC members gathered to hear updates from the IACAC Executive Board, including: The Treasurer Report, The Membership Report, The Chief Delegate Report, The President-Elect Report, The Past-President Report, and The President Report.

Saturday, October 3, 2015: Assembly Meeting. The meeting began at 7:30 a.m. and featured the elections of new board members and proposals of new motions. Delegates discussed and voted on new motions that were brought forward to the Statement of Practice and Good Practice Committee (SPGP). If you have not attended an assembly meeting in the past, go as a spectator in the general seating area. It allows attendees to see a macro view of the process that governs secondary and post-secondary institutions.

The Annual Membership Meeting is the final conference event Saturday afternoon. At this meeting, all attendees hear the election results and an overview of the discussions from the Assembly Meeting. Time is set aside for the installation of the new president-elect and the new additions to the board of directors. Awards were presented and there was an open forum before the passing of the presidential gavel and adjournment.

Please consider becoming involved with NACAC in any way that is in your comfort zone. It is a dynamic organization that has high impact on our profession. I hope to see you next year in Columbus, Ohio!

By-law changes: <https://www.iacac.org/2015/11/nacac-general-assembly-votes-on-admission-practice-issues/>

The assembly voted to change the language of **Mandatory Practices Article II.B.2** to read as follows:

***Colleges will “not ask candidates, their schools, their counselors, or others to list or rank order their college or university preferences on applications or other documents.”***

As well, the assembly voted to add a new Footnote to Mandatory Practices for postsecondary members, Article II.B.2. that reads:

*“Not asking students to rank order college choices is already in force. Not asking them to name their choices will apply to the 2017 admission cycle.”* All of these changes shall be effective for the 2017 admission cycle.

Suggestions from IL delegates for next year:

**Motion 1:**

To consider an SPGP change which would require that colleges utilize only the following NACAC terminology and definitions when naming their application plans: Rolling Admission, Regular Decision, Early Action, Early Decision, and Restrictive Early Action.

**Rationale:** The proliferation of application plans and deadlines causes confusion for students, parents, and counselors. Terms like Priority, First/Second Fall Notification, Scholarship Consideration Deadline, etc. have increased students' anxiety levels, and propelled the issue of applying earlier and earlier forward. As we prepare for the changes that “prior prior” will bring, it would help to standardize this process for everyone. In addition, if NACAC membership holds a mission for access, we are making the application process more confusing for the least resourced students such as first generation and students who attend schools with poor counselor-to-student ratios.

**Motion 2:**

To consider an SPGP change which would require that all colleges which offer a Restrictive Early Action (REA) plan ask students to make a commitment to the plan, similar to Early Decision, by requiring a signature from student, parent, and counselor. Restrictive Early Action, according to the NACAC definition, allows students to apply to an institution of preference and receive a decision early; they may be restricted from applying ED or EA or REA to other institutions. If offered enrollment, they have until May 1 to confirm.

**Rationale:** At this point, around 12 institutions utilize Restrictive Early Action, but, to our knowledge, do not ask students to complete a form stating that they understand the restrictions of the plan. By asking student, parent, and counselor to “sign off” on a form, similar to Early Decision, students would understand and respect the guidelines of an REA application.

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

Plans are coming along for the 2016 Conference.

Program Committee meets next week to go over all submitted proposals.

Donna and Michelle will be going to the Westin next week to see the proposed upgrades at the hotel.

Exhibits/Sponsors have put calls out and the website is updated to reflect this.

Raffle has updated the website for sponsor too.

Sherry and Michelle are working together to get the first save the date postcard out to go out in December.

Attending Chicago Compact for IACAC.

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

Credentials

As a reminder the Nominations and Credentials Committee will be meeting on January 8<sup>th</sup> at DePaul University. Recently sent a message to the Credentials Committee reminding them to focus on combing through the by-laws and the Leadership Manual to see what needs to be shifted over. As a committee have been busy fielding inquiries regarding membership status as well as compiling other topics of conversation for our January meeting.

### Nominations

As many of you may have seen we recently sent a message to the membership calling for nominations for the 2016-2017 board. Committee has been encouraged to think about and reach out now (and throughout the travel season) to individuals who would be a strong match for board service or even other committee leadership positions down the road. Would also encourage any board members (or your committee members) to do the same. As members of the board (or as a committee leader) you have a strong sense of what is required to serve in these roles and are connected to many individuals that would be a great addition to this team – please feel free to push up their names! As all of you know, under our new 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.)*” As a committee we are committed to doing what we can to put forth a diverse slate as has been outlined in the strategic plan.

Should you have any conversations with individuals you would like to nomination, please also be sure to get their permission 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.

As you think about nominating people, send them the link to the Leadership Manual.

### Strategic Plan

As all of you know, we passed the Strategic Plan for 2015-2018 at our September board meeting! Julie and Anne have connected with Brad, our Chief Delegate, as well as the Presidential Team to determine the best next steps for tracking progress with the delegate team. We anticipate sharing more with the delegates at the January meeting.

### **President’s Report** (B. Gilfillan)

Mission – give each other the benefit of the doubt, assume we are all in this for the same reason, ask questions if you have them, we’re all in this together

Role of liaisons – be a committee member, be the voice of the exec board when you’re on the committee, be the voice of the committee when you’re at the exec board meetings. Follow up with committee chairs after board meetings and after their committee meetings. The only way this Board structure works is if the liaisons are communicating through the pipeline appropriately. Be thorough in your liaison report. Remember we were all elected to these positions, let’s be great representatives of our membership. Be sure to add Linda when necessary. Make sure your committee is submitting the right report.

Volunteers – remember our policy of responding within a couple days – I’m hearing from new volunteers that they’re filling out form & not getting a response

Awards – will start asking soon for recommendations from people; Kasowski (lifetime achievement); Alexander (newcomer 0-5); Molly Arnold (above 5); Friend to IACAC; IAS

HSCPD update – retreat is less than a month away, December 9-10 at Grand Geneva; connect with Kato on donations for Professional Pathways

### Unfinished Business

#### **Sharing the Dream revised proposal** (A. Gilbert)

Saved on Google Drive IACAC Exec Board>Board Proposals/Handouts>2015-2016

May 18, 2016

Increased registration fee from \$20 to \$25 – if they get people who inquire about not being able to afford this, Aliza will

send it to the EXEC listserv in case people/colleges want to help out; people can also apply for the Professional Development Grants

Will ask for session proposals this year

Reaching out to people south of I-80 to get additional attendees

Thinking registration numbers will be close to 350 again

Will fold into IAS this coming budget request cycle

*D. Eurales motioned to approve the \$2,500 as proposed. C. Wallace seconded.*

*Discussion*

*Motion carried.*

### **Conference Exploration (M. Kelly)**

Beth sent out an email with an outline of what this committee is tasked with.

Committee process:

- 1) results from preliminary review of the survey – surveyed at Articulation 307+ members and 91+ non-members
- 2) information received from other affiliates (still looking for responses from Texas and Pennsylvania - these 2 affiliates are also single-state associations and so we want to compare our conference process with theirs)
- 3) next steps

Survey themes to be address: Timing of Conference, Location, and Cost

Timing – 41% prefer May, 30% prefer April, 23% prefer June; AP testing influences this and didn't years ago, PARCC testing, students double depositing/waiting until the last minute to decide

Location – decreased attendance when moved to Springfield and didn't gain attendance in areas that we wanted to; are places that exist now in other parts of the state that can accommodate us vs years ago when there weren't

Cost – counselors didn't say they couldn't get out of their building, they said the cost was prohibitive, many commented on the fact that a 3 day conference is too long

Got great records from other affiliates on what they do with their annual conference

Next meeting is January 13<sup>th</sup>, have invited Donna to share historical data

63% of responses were high school counselors; 23% response from non-members

School calendars are changing which means graduation dates will change

Our costs are as low as they can possibly be at the Westin for everything that we offer; may lose people by not offering what we offer

Consider offering combined conference with another affiliate

Report to Board in March to determine plans moving forward

Southern District Seminar views themselves as a mini-conference for their community

Having been at the Westin for so many years is incredible savings

ISCA has two different 1-day conferences, one north, one south

New York does theirs over the summer on a college campus

Need to identify our priorities with our Annual Conference

Need to be able to show the membership our extensive amount of research proving that we're making the best decision

Other affiliates have standing conference planning committees; not so much pressure on the President-Elect

### **Membership "badge" – Electronic Logo (A. Kremer)**

At the September board meeting the board voted to create a membership badge for members of IACAC to use on their personal websites, marketing materials, etc... In the past members were prohibited from using the IACAC logo and we determined it was likely instituted to protect IACAC from a brand reputation standpoint. By prohibiting members to use the official IACAC logo on personal materials to ensure that official IACAC events not be confused with events put on by IACAC members (as this is a big difference.) In an age where college scams, for-profits, and differing skills/value of independents may occur, having the IACAC logo attached to a webpage or advertisement may cause confusion and ultimately dilute IACAC's reputation.

Dan and the Media Communications Committee recommended that if we want to allow counselors to use the logo on their websites, not just in curricula vitae, that we consider creating a "membership badge" logo that would note their MEMBERSHIP with IACAC, but not use the actual logo itself. This way we avoid there being any trademark violations and

confusion between an official IACAC program/website and a program/website that is conducted by an IACAC MEMBER. We ran this by other members of IACAC and they agreed with these thoughts.

We are excited to report that the Media Communications Committee has put the new guidelines for the membership logo usage on the website and will be sending a message to the membership regarding this change shortly. These guidelines include the following:

- I. All versions of the IACAC membership badge may be used by IACAC members only.
- II. The IACAC membership badge may not be altered in any way by any party.
- III. IACAC members may request electronic versions of the membership badge from the association and must adhere to the following rules:
  - a. The primary IACAC membership badge may be placed next to, but may not be incorporated into, any other logo or graphic design. Likewise, the logo may not be combined or placed over other design elements such as photography, type, or borders.
  - b. The badge's original horizontal-to-vertical proportions must remain intact, and the badge's color should not be changed.
- IV. IACAC may revoke any member's right to use the membership badge if the member fails to adhere to this policy for any reason.
- V. Failure to follow the IACAC policy on member identification with IACAC may also serve as the basis for censure, suspension or termination of membership

To obtain the membership logo we are asking individuals to contact Linda Haffner individually. We are exploring putting a form on the webpage but wanted to wait until we have a sense of how many requests are out there.

Thank you to everyone for all of your hard work! This organization is so fortunate to have such a committee group of individuals working on its behalf.

#### **New Business:**

##### **Website & Volunteer Form update & demo** (*R. Gomez*)

Will be sending email soon with new website and logo information and will be sending out the Admission Essay Fixed the website where you can sign up for essays as they're posted; it was missing; still working out some kinks If you see anything that's off, let the MC chairs know

##### **Fiscal Policy Updates** (*C. Wallace*)

1. Review, approval, and enforcement of the fiscal policy manual

Currently reads:

This manual will be reviewed and updated on an annual basis by the Finance Committee:

President  
President Elect  
Treasurer (Chairperson)  
Most Immediate Past President  
Most Immediate Past Treasurer (non voting member only)  
Executive Assistant (non voting member only) (BA 3-11-10)

PROPOSED

President  
President Elect  
*Treasurer Elect (BA 11-13-15)*  
Treasurer (Chairperson)  
*Most Recent Active Past President*  
*Most Recent Active Past Treasurer*  
*Secretary (non voting member only) (BA 11-13-15)*  
Executive Assistant (non voting member only) (BA 3-11-10)

*S. Szczepanski motioned to approve proposed changes, N. Bargar seconded. D. Eurales made a friendly amendment to update the terminology to more closely match the by-laws and Leadership Manual.*

*Discussion*

*Motion carried.*

2. 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 operating expenses of the Association, less anticipated membership revenue.

*Tabled until January – need more information on why NACAC is recommending this*

ADD #6

*6. Reimbursement requests must be submitted within 60 days of purchase or event. The Treasurer or Executive Assistant may grant exceptions. (BA 11-13-15)*

Treasurer/EA send reminders regularly, could also send something to people who we think we owe money.

*C. Wallace motions to add this to our Fiscal Policy, A. Kremer seconded.*

*Discussion*

*Motion carried.*

Section IV – Authorized Expenses - B. Travel Expenses:

Currently Reads:

#6. Executive Board Members and committee chairpersons who are attending Executive Board or committee meetings or performing additional travel related services for the purpose of IACAC (such as: hiring and interviewing new staff, picking up speakers or interviewees from the airport, bus stations) (excluding IACAC or NACAC Annual Conferences), may be reimbursed for their mileage if not covered by the individual's institution. Reimbursement will be at the per mile rate allowed by the IRS (BA 1-11-08).

PROPOSED

#6. Executive Board Members and committee chairpersons who are attending Executive Board or committee meetings or performing additional travel related services for the purpose of IACAC (such as: hiring and interviewing new staff, picking up speakers or interviewees from the airport, bus stations) (excluding IACAC or NACAC Annual Conferences), may be reimbursed for *pre-approved individual business related expenses* if not covered by the individual's institution. *Mileage* reimbursement will be at the per mile rate allowed by the IRS. (BA 1-11-08) (BA 11-13-15)

*S. Szczepanski motion to approve this change as presented, M. O'Rourke seconded.*

*Discussion*

*Motion carried.*

3. Section IV – Authorized Expenses - C. Other Operating Expenses:

Currently Reads:

#1. Committee member operating expenses incurred within the scope of committee's function exclusive of travel, not donated by the institution, may be paid for from the committee's budget. Receipts are required for all reimbursements.

PROPOSED

#1. Committee member operating expenses incurred within the scope of committee's function exclusive of travel, not donated by the institution, may be paid for from the committee's budget. *Alcohol may only be reimbursed with prior approval from President and Treasurer.* Receipts are required for all reimbursements. (BA 11-13-15)

*N. Bargar motioned to approve as presented, A. Kremer seconded.*

*Discussion*

*Motion carried.*

**Advertising (M. O'Rourke)**

Some other affiliates are using member-clicks on their websites, others are saying they won't advertise on their websites as to avoid too much clutter.

Looked at external vendor to provide this service to us: Dan could do it, Texas based company (recommended by another affiliate) or Chicago based company

Possibilities – banner ad at the top of the website, scrolls through, company does all of the outreach/contacts, no setup fees, profit = 70% goes to company, TACAC gets 30% -- has made \$7,000-\$8,000 in one year

Dan mentioned that he can match the initial setup, background work, and work but would split the profit 50/50 and would not charge us his IACAC fee for this as it would be separate/he'd take all of the risk.

Did the amount of money they received take away from other direct sponsorships? Don't want to be pulling from something we're getting 100% profit from. Thinking TACAC did a package deal with all advertising opportunities.

Need to look into this more in depth and as it relates to income taxes.

If you have any questions, comments, or concerns, please contact Megan.

**Delegate Admission Essay Articles (S. Szczepanski)**

9 Delegates signed up for articles on a calendar

**Committee Reports:**

**PLEASE MAKE SURE THAT YOU ARE COMPLETING THE MOST CURRENT FORM**

Admission Practices: Delegates and AP committee will have a meeting at IACAC Conference.

College Awareness and Preparation (CAP): Working on adding a women's track for Motivate Me, shouldn't impact budget by adding women

Conference: See President-Elect's report.

Conference Exploration: See above.

Credentials: See Past-President's report.

District Seminars: All dates are set except for UIS.

Finance: See above.

Government Relations: MAP grant bill being constantly talked about and worked on.

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

Illinois College Fair:



Inclusion, Access, and Success (IAS): February meeting on Prior-Prior at Aurora University.

Leadership Manual Ad-hoc:

Media Communications: Send any necessary updates.

Membership: See above.

Mentorship: Need more participation from the high school side.

Middle Management Institute: Talking to Butler about hosting. Discussing fees.

National College Fair: Moving the NACAC College Fair to McCormick Place.

Nominations: See Past-President's report.

Professional Development Grants:

Professional Liaison:

Project Reach Ad-hoc: Reached out and are hoping to meet with a department and do a needs assessment.

Retirees (part of Membership): Submitted Conference session proposal.

Scholarship: Application will go live soon.

Strategic Plan Ad-hoc:

Summer Institute: Strong feedback from high school counselors and said the most they could pay for a registration fee would be \$100. Handout on DePaul's estimates regarding what adding a high school track would add to the costs.

Council team will discuss. Will present this in the January budget for SI.

Summer Tours: Finalizing plans for plane to go to East Coast.

Transfer Advisory Ad-hoc: Planning underway for Summit.

### **Council Team Meetings**

*M. Rogers motioned to adjourn, R. Koziol seconded.*

*Motion carried.*

*Meeting adjourned at 2:02 pm.*

*Respectfully submitted by Erin Hoover, IACAC Secretary.*