



IACAC Executive Board Meeting
Friday, June 15th, 2018
Carmel Catholic HS

Board Members Present: Patrick Walsh, Amy Thompson, Roberto Suarez, Stephanie Szczepanski, Erin Updegraff, Chrissy Grotzke, Renee Koziol, Linda Haffner, Ziggy Blackwell, Angie Cooksy, Traci Flowers, Mike Ford, Carlene Klaas, Dan Miller, April Ponte, Natalie Rubino, Eric Ruiz, Tom Shorrock, Kenya Taylor, Kim Wiley

Board Members Not Present:

Guests: Jessica Avila-Cuevas, April Bauer, Nate Bargar, Amy Belstra, Andy Borst, Tara Brewer, Sarah Daugherty, Donna Epton, Zak George, Sarah Goldman, Sylvia Hernandez, Brian Hodges, Erin Hoover, Joel Johnson, Sanober Kanjee, Steve Landgraf, Tricia Lothschutz, April Lynch, Mike Melinder, Julie Nelson, Megan O'Rourke, Rebecca Popelka, Michelle Rogers, Laura Schutt, Jen Sloan, Anabelle Vinson, Shawn Wochner, Rosie Worthen

Call to Order/Introductions: (*P. Walsh*) Meeting called to order at 10:08 a.m.
Welcome by Nate Bargar of Carmel Catholic High School

Swearing in of New Executive Board Members

Approval of March Board Meeting Minutes

C. Grotzke motioned to approve the March board meeting minutes. M. Ford seconded.

Discussion

Motion carried.

Treasurer's Report (*S. Szczepanski*)

	2018	2017
Checking Account	\$496,259.16	\$275,979.89
Total Net Worth	\$814,690.85	\$562,845.15

- The reason why the checking account is up from last year is due to outstanding items not cleared from conference.
- The Finance committee prepared a conflict of interest statement and requires a signature form to be submitted by all new committee chairs and board members.
- Betadac is no longer contracted with IACAC, therefore the finance committee has temporarily appointed Erin Hoover as the IACAC Communication Specialist. The contract is for one year and the job description will be reviewed and considered for a permanent add on which would be submitted to board in November for approval as a standing contract. If approved the application for the position will open in December.
- The position of the Illinois Regional College Fair coordinator has been eliminated – the finance committee asked Patrick to appoint three chairs for this committee. They are: Sylvia Hernandez, Betsy Stevens, and Eric Ruiz who will help Linda Haffner to oversee the operations and transition as the finance committee reviews the need for this position throughout the year.
- Chrissy and Stephanie will attend the Treasurer's Development Institute in August in Washington D.C. and will focus on the surplus to establish clear guidelines for banking and how much of the surplus to invest.
- Please continue to submit donated services and remind your committee members at all your meetings to do so as well.

Membership Report: *(M. Melinder)*

- IACAC has increased in all membership categories: up 16% in College/University, 6% in Secondary, 2.8% in Related Educational Services, and 11% (or 200 people total) in Overall Membership over the past two years. This increase is attributed to the past year's calling campaign.

Chief Delegate Report: *(A. Beltra & K. Wiley)*

- Welcome to new delegates: Angie Cooksy and Tom Shorrock. Congratulations to Kim Wiley, new Chief Delegate!
- There will be delegate training at LDI, as well as assembly training after the September Board meeting at ISU. We typically have a meeting as a delegate team on Tuesday before the national conference in Salt Lake City. Kim will send out more information later in the summer. If you are booking travel or have any questions ahead of time - please let her know.
- Last year, we did not put forward any motions, as NACAC encouraged all delegates to focus on the new CEPP.
- Please start thinking now about anything we want to propose. We can then research it and submit it ahead of time to the assembly.
- Some of the big national issues currently:
 - More and more colleges are allowing students to self-report ACT and/or SAT scores. As well, the University of Chicago announced they will be test-optional for the 2018-19 year, allowing students to submit a two-minute video in lieu of scores.
 - A [recent report](#) noted that financial aid packages are inconsistent and highly confusing for students and parents. IACAC members have expressed concern about this in recent years, even going so far as to submit a motion that NACAC work with NASFAA to encourage colleges to be more transparent about their awards, and to avoid listing the PLUS loan as financial aid.
 - Anxiety and depression continues to increase every year – the college application process exacerbates it.
 - More and more colleges are examining Committee Based Evaluation (CBE) to more efficiently read applications, due to the high volume they are receiving.
 - Lower and middle-class families continue to feel the squeeze of high costs to attend college versus gapping in financial aid.
 - Free college...could it really happen? More and more states or communities are offering tax-supported education at community colleges.

President-Elect Report: *(A. Thompson)*

2019 Conference:

- #IACACnormalin19 will be a great opportunity for us to extend our reach and connect with more and new peers! She met with the chairs of this past conference as well as Patrick to have a better handle on how the new conference structure can move forward. If you have any thoughts about changes or new ideas for next year, please do not hesitate to reach out: athompson@elmhurst205.org.
- A meeting before the Transition Meeting is planned between Patrick, Donna Epton, and me. Once we meet, I feel confident I can move forward in reaching out to people to take on conference planning roles and have the "big picture" in mind. I will set up a meeting with our Graphic Designer, Sherry, soon as well.

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

Annual Report: Beyond Limits and Unleash Opportunities

- Thanks to everyone for their contributions and most importantly support. It was a trying year for many reasons, but with the passion and encouragement of the Board, we were able to have a great year that went beyond limits and unleashed opportunities. Our membership continues to grow, which will hit a high of over 1,800 which has not been seen since 2011. Our net worth will hit close to \$600,000, which means we can make a greater impact in the coming years. Our Government Relations Committee is connecting us to Illinois establishing us as brand name experts. Our Mentorship Committee conducted its first Facebook Live PD opportunity that to this day has had over 1,200 viewers. Our collaboration with CPS continues to grow. IACAC has not hosted a Chicago District Seminar in over 15 years and CPS is excited for the opportunity to connect their professionals to cost effective PD that contextually impacts their students and schools.

- This year's Annual Report will include a 4-page Executive Summary that emphasizes these IACAC highlights and more to stakeholders and non-stakeholders, along with providing financial information to increase transparency with members.

Discussion

- Having a comprehensive executive summary will provide statistical data validating the value of our organization and can be a tool to help generate membership, especially more representation from Central and Southern Illinois. Oftentimes, professionals need to approach their director, superintendent, or principal to request membership and the executive summary will provide information about professional development and the impact of IACAC.
- As the Media Communications committee is restructured we could take into consideration to develop a communication plan for new members – Possibly create a protocol for new members, maybe a listserv?

TEAM Leadership (Together Everyone Achieves More)

- During LDI in August 2017, the Board focused on leadership that goes beyond "me" and focused on TEAM Leadership. I am forever changed with the amount of work and dedication that went into making this past year a great one. I have learned more about leadership because of this past year's Executive Board. I feel that every Board member has shown me what it means to be a transformational leader in which we empower others to lead and go beyond our self-interest and impacts the greater good. Thank you, thank you, and thank you!

Summer Institute 2019

- Announcement: Summer Institute 2019 will be hosted at the University of St. Francis which will be the most conducive for Summer Tours as the committee plans out their college visits, along with supporting Illinois colleges.
 - The 2019 Bus O' Fun will be heading East to Pennsylvania. Starting off at St. Francis is beneficial geographically and will provide a unique experience for school counselors to learn about innovative programs that St. Francis offers first generation and undocumented students.

Credentials

- The upcoming year will have a lot of updates to our By-laws due to changes to CEPP, along with updates to our Fiscal Policy (Conflict of Interest) and By-laws impacting committee work and IACAC Staff. I look forward to the opportunity to support the changes impacting IACAC and ask that everyone consider being part of the Credentials Committee for the upcoming year. Please contact me if you are interested in volunteering.

Nominations

- As mentioned earlier, IACAC leaders are transformational. For the upcoming year, please be observant of upcoming leaders that will take IACAC to new heights. For the upcoming year, consider nominating hidden gem individuals that may be overlooked, alongside individuals who are shining stars that have the experience, foresight, and enthusiasm to be great leaders of IACAC. Also, consider being on the committee. Roberto will be reaching out in the fall for volunteers, but feel free to contact him if you are interested to serve.

President's Report: (P. Walsh)

Highlights from Conference 2018

- The 2018 Conference, Better Together: The Strength of Collaboration ran very smoothly. It is a credit to all the hard work and planning of the Conference Committee Chairs and their committees. During the Conference, Patrick heard very positive feedback from many members. The evaluations confirmed the overall positive experience with very few poor or fair ratings in terms of satisfaction with registration, conference duration, evening entertainment, value and the schedule. The sessions earned an average rating of 4.25 out of 5.
 - Constructive feedback was appreciated. People loved the keynote speaker, they could not believe I would ask such a controversial speaker, the food was great, the food was terrible, sessions were awful, this was the best conference session slate ever, the live band was awesome, dancing two nights is too much. There was a good balance of everything.
- The highlight of the Conference was seeing the membership engaged, learning and having a great time networking and building relationships. The keynote, first timers, entertainment, beer and wine tasting, and the past president's dinner were a few favorites.
- The total number of attendees for Conference was 674 registered, 26 exhibitors, 69 presenters for 769 attendees. This was seventeen-paid registration less than the previous year.
- The budget for this year's conference was set to bring in an income of \$5,000. We estimated revenue at \$184,500 and expenses at \$179,500. The actual revenue at this point \$184,406 and the actual expenses at \$183,928. This

currently represents a profit of \$500, much less than in years past. In reviewing the projected budget compared to the actual budget for the 2018 conference, a few areas stood out.

- Rented ten projectors this year as opposed to borrowing from members
- Purchased two large projectors
- More expensive mobile app
- Meal costs were higher than the past year
- Sponsorships were harder to come by
- The final Conference Planning Committee reports have been instrumental in guiding the planning of next year's conference and have provided good feedback on implementing the new conference structure.

Discussion

- Request made for conference attendees and registration data and trends from the past 5-years.
- As the budget is created for the 2019 conference it is important to know that we might experience loss in revenue, however, we are committed to serving the entire state which fits with the philosophy of IACAC.
- Although the hotel and meal costs will be lower for 2019 we still anticipate fewer conference attendees, but we will make smart decisions about how to allocate funds.

Looking Forward

- Thank you to all the new committee chairs for saying yes. We have a few committee chair positions still open and some minor changes in terms of assigning liaisons which will be finalized in the next few weeks.
- Thank you to Megan O'Rourke for saying yes to serving as IACAC's Parliamentarian.
- Looking to the year ahead and Normal in Nineteen. This is exciting for our membership and a time to come together to promote a successful conference next spring. There will be a focus on our ad hoc committees and wrapping up the work of the strategic plan, financial surplus and technology ad hoc committees. Reviewing the Illinois College Fair Coordinator position and preparing an RFP for the duties formerly handled by the Director Digital Communication will also be priorities.
- IACAC's Leadership Development Institute is scheduled for Sunday, September 16, 2018 at the Marriott in Normal, IL. This will be a time to come together as an Executive Board to strengthen our team, plan for the upcoming year and tour the venue/town for Conference 2019. Twenty-six chairs and board members are planning to stay overnight at the Marriott.

Unfinished Business:

Financial Surplus Ad-Hoc (P. Walsh)

- This committee formed last year, which investigated several different aspects of the financial surplus and made suggestions to the board as well as to members at conference.
- The new charge of the committee is to take the information/research compiled and develop/recommend a plan to allocate or spend the surplus. This includes considering the timeline for the committee to report would be either the January Board Meeting, March Board Meeting or the Annual Conference. The January Board Meeting would allow for the recommendations of the committee to be considered in the development of our budget for the next fiscal year. The other options would delay including the recommendations in the budget for another year.
- The committee chairs were given approval to expand committee members to capture/add additional voices. The committee was asked to keep both long and short-term spending in mind, what standing committee(s) should be responsible to carry the recommendations forward any ideas on budgeting to keep the organization out of this predicament in the future. Please reach out to Drew Eder and David Bennett if you would like to be a part of this committee.
- The IACAC Treasurer and Past-Treasurer will be attending NACAC's Transfer Development Institute in August. They will seek clarification on how a surplus is calculated, the industry standard for reserves vs operating accounts vs surplus and common language/definitions on surplus, reserves, endowments, etc. The committee is working with the estimated surplus of \$130,000 for IACAC. This could change as questions are answered at TDI.

Discussion

Will the NACAC fee structure be adopted at the affiliate level? No, affiliates are independent and are not required to follow it but rather model it to remain sustainable.

New Business:

Appointment of Delegate (P. Walsh)

- Following conference, Drew Eder reached out to notify the Presidential team of a new position which he created a vacancy for the Delegate position on the Secondary side. The Presidential team consulted and made the decision to appoint Tom Shorrock as the new Secondary Delegate.

CAP Donations (J. Johnson)

- The issue raised to the board was about fundraising for the CAP committee. Money is raised each year for CAP programs in March, however, since it is not aligned with fiscal year timeline the money is reabsorbed into the budget. Is there a way to roll the money raised into the next year's budget?

Discussion

- The biggest issue is with the audit – we are not able to roll funds from year to year due to fiscal policy.
- Another issue raised from the session at conference was that there are concerns by members about why CAP fundraises since it is a fully funded program by IACAC. The challenge is the perception by members that IACAC isn't willing to fully fund CAP and where the donated funds are allocated.
- Fundraising is great publicity for the CAP programs. Is there a way to continue to fundraise but repurpose the money raised in a different way so that is clear to membership and there is a better understanding where donations are going?
- Suggestion for members of the CAP committee and other committees to have professional development to learn skills and strategies for fundraising and grant writing – possibly include a session at conference or district seminars?
- As a 501c3 organization, we need to be cautious about the exchange of money. Most of the funds coming into IACAC is classified as unrestrictive funding. It is important for all committees to be clear about the goals, purpose, and outcomes of fundraising and to be cautious of exchanging unrestrictive funds to avoid mistakes in terms of auditing.
- Submitting a budget proposal
 - A budget proposal should not be based on fundraising goals – money not used by committees is reabsorbed – that is how surplus is generated.
 - The recommendation is to submit a proposal for additional funds to the finance committee by January for approval.
- Sponsorship of specific committees is allowed – as an example CARR gave to MMI in the past – the process is laid out in the fiscal policy.
- The CAP committee is appreciative of the conversation and support that IACAC gives.

IACAC Counselor Challenge (K. Wiley)

- Many national organizations (College board, Princeton Review, Naviance, etc.) have initiated the National Counselor Challenge to sponsor a public high school counselor to attend the NACAC Conference.
- There was a proposal to pursue a similar challenge and create an additional grant: The IACAC Counselor Challenge, which would commit to sponsor a public high school counselor in Illinois to attend the NACAC Conference in 2020.
- Other applications were researched, and an application was created that outlined criteria. The application will be available to non-IACAC members and the recipient must be a high school counselor in Illinois who has not previously attended NACAC and also be given a one-year membership with IACAC.

Discussion

- There was confusion about how this would be different than the current Professional Grants Committee NACAC grant for high school counselors and the logistics of adding this grant.
 - Rename or add an additional specialized grant?
 - The current grant selection process determines eligibility and prioritizes who has not gone to NACAC before and how long has the person been a member of IACAC.
- The IACAC Counselor Challenge would be targeted towards outreach to increase membership to school counselors that work with underserved populations.
- It was suggested to also include private school and charter school counselors and to structure the scholarship in a way in which the recipient would be required to be involved with IACAC, possibly with mentorship, and for the

culminating event to be attending the NACAC Conference. The targeted outcome of this award is to be a tool for outreach and to actively engage the recipient within IACAC and increase IACAC membership.

- This will move to unfinished business in September. Meanwhile the professional development grants, mentorship, and professional connections committees can continue the conversation on how to structure this scholarship.

Articulation Unplugged (*P. Walsh*)

- During the last finance committee meeting there was a discussion about Articulation Unplugged and if it is still meeting the needs of our organization, what it has evolved into, its purpose, and where it belongs in the structure of IACAC. Is it still useful for high school counselors and admission representatives?

Discussion:

- Each year, state articulation conferences are held around Illinois for high school counselors to receive critical admission updates from directors of all Illinois public universities. The specific Articulation Unplugged event is a joint venture between Illinois State University and IACAC which also includes a college fair for high school counselors that started 10+ years ago. Colleges and universities pay a \$50 fee to register. It is an effective way for the high school counselor to gather updated information in a one-day format early in the school year.
- The finance committee evaluated the cost and effectiveness of the program – IACAC covers a large portion of the cost for the lunches. Should we consider a counselor college fair at conference?
- The current format is passive and some high school counselors might not be comfortable stepping into the college fair or do not know how to engage with admissions counselors – is there a way to incorporate this more cohesively into the day and engage the counselors differently?
- There was a suggestion to restructure the program to include three 30-minute rotations that are topic based.
- Can there be a restriction on giveaways and instead provide counselor summary sheets only?
- When the IACAC annual conference was held in Springfield the counselor college fair was incorporated to meet the needs of school counselors from underrepresented areas of Illinois but was not well attended.
- College admission representatives might be more willing to attend more articulations if it followed a presentation format.
- By-in is necessary from all the Public universities since they cover much of the cost for Articulation Unplugged.
- Huge benefit to counselors not from the Chicago-metro area, however, some counselors may not stick around for various reasons – maybe administrators don't want them out for the whole day.
- Closed discussion and will move to the agenda under unfinished business for the September meeting.

Illinois Advocacy Day (*J. Sloan*)

- IACAC members are encouraged to get attend Advocacy Day to help build relationships in Springfield especially with the higher education group, however, the back to back commitment to attend the March executive board meeting might be a reason why many do not attend Advocacy Day. Question and discussion – would a single day, separate from the March board meeting, be more accessible for counselors to attend?
- It is difficult to coordinate the legislative calendar and college fair calendar due to the timing of scheduling.
- Condense it to one day? However, having it all on one day is not the best option due to time constraints with both legislative committee time and the time needed for the March meeting which is typically longer due to candidates, budget, credentials – lessen board meeting or move it to February?
- An unofficial consensus vote was taken to see what which option would be favorable: to separate from the board meeting or keep it the way it is. There wasn't a strong vote one way or the other. The committee will continue this conversation and encouraged members to reach out with any questions.

IAS LEAD Program (*Z. Blackwell*)

- The LEAD program is a new initiative by the IAS committee which was inspired after a session, Cultural Taxation, presented at the 2017 IACAC Conference. During the session, what was interesting was that individuals with various years of experience in higher education agreed that there is a lack of development and representation of admission counselors in enrollment management positions. It is difficult to think of 10 individuals of color in enrollment management positions and even more so when isolated to women of color.

- The Leadership, Equity, Accountability, and Diversity (LEAD) Program for development in higher education is intended to assist professionals of color in building leadership capacities. The program is slated to be a 10-month cohort model, which will address issues ranging from self-advocacy to code switching and is rooted in concepts of critical race theory.
- It is scheduled to begin September 2018 and conclude June 2019. The goal is to have 15 participants and 5 staff members. The application has been created and is ready to launch – decided to use a Google Form due to the absence of a webmaster.
- The application is comprised of the following: basic contact information; a gender question (balance female to male ratio); a race/ethnicity question (since the program is targeted towards counselors of color); Program requirements – must be a member of IACAC and have at least 4 years of experience in higher education which indicates knowledge level and commitment to higher education. Copy of resume is required for resume development. The applicant must also include supervisor contact information. Last part is a personal statement.
- The committee created a budget proposal for \$5,000 needed to execute this program for one year. There will be 10 meetings total – 5 in-person and 5 meetings via webinars or video conferencing. The money is needed for the following: hotel accommodations and travel (hoping that institutions will cover these costs), resume consultation, food, technology (hoping to use webinars/video conferencing), professional headshots

Z. Backwell motioned to request \$5,000 from IACAC to support the IAS LEAD initiative starting in September, seconded by M. Ford.

Discussion

- On the application, you are asking permission from the supervisor – is that in the form of a signed statement? Application is only asking for contact information. The committee will then reach out to the supervisor to go over the program requirements. The application states that the institution is responsible to cover the cost of accommodations and travel. No direct cost for participant. If the institution cannot cover the cost, then IAS will cover that cost.
- What does IAS envision – is this a pilot program? We see this progressing through different phases – visually we see the need, but we need to have by-in first.
- There was a question about data collection and how the application information is collected (via Google Forms, etc.) It will be important to solidify this for tracking purposes to recommend future continuation of the program.
- There was a suggestion to consider more money for food for the five in-person meetings.
- What do you envision the purpose of headshot to be used for? Can be used for biography, media, or running for a board position.
- Has there been a discussion to partner with MMI since there are many aspects that overlap? Although there are many differences would this potentially pull from MMI? IAS has thought of this in the same way that students from underrepresented populations are recruited – they get special support services focused on specific challenges. There are unwritten rules and difficulties in navigating the professional world and this program would help create a safe space to learn.

Motion carried.

Zoom (C. Grotzke)

- There is a need by several committees for webinar software.
- Researched seven different services that provide web conferencing and the three that were the most reasonable which are:
 1. Zoom: \$150/month for 20 users with a room capacity of 100 people, which would be \$1,800/year
 2. Go-to-meeting: \$30/month per user with a room capacity of 150, so for a comparable 20 users, that would be \$7,200, or for \$1,800 we could get 5 users.
 3. UberConference: \$15/month per user with a room capacity of 100, so with 20 users, that would be \$3,600, or for \$1800 we could get 10 users.
- Zoom is the best option since it has a specific model for education and it gives us the best number of users for our money. It has a capacity of 100 but can be expanded for a cost if we find we need more space. We can record the webinars as well and share them for those who cannot attend.
- This would come out of the general board fund and does not need approval since it is under \$2,000 – but the finance committee wanted to make sure that all committee are aware of this service.

C. Grotzke motioned to start a partnership with Zoom at the base level (\$1,800/year) for 20 users with a room capacity at 100 people for one year, seconded by E. Updegraff

Discussion

- Several committees weighed in and would use this technology for conference calls and webinars.
- What does NACAC use as their webinar platform? GoToMeeting and Adobe connect (really expensive)
- Can we share one user? This is the minimum package that can be purchased and one user would be difficult to coordinate between committees. Each committee would have a user tied to a specific IACAC email.
- Comment that Zoom is easy to use and reliable – maybe consider an additional microphone

Motion carried.

NACAC Grant (*S. Szczepanski*)

NACAC has provided a \$2,500 grant to be used before January 1, 2019 and we would like to use to support public high school counselors to attend the NACAC Conference – 3 individuals at the current grant rate of \$900.

S. Szczepanski motioned to use the NACAC grant for funding public high school counselor to attend the NACAC National Conference, seconded by E. Ruiz

Discussion

Motion carried.

Committee Updates:

Not every committee gave an update due to the timing for committee chair transition time.

Admission Practices:

College Awareness and Preparation (CAP):

Conference: See President-Elect's report.

Credentials: See Past-President's report.

District Seminars:

Finance:

Government Relations: We would not be able to do what we do as a committee without the support of the Executive Board and the Presidential team. The committee presented an American flag that was flown over the U.S. capitol in Washington D.C. on May 21, 2018 at the request of the honorable Danny K. Davis member of Congress, in honor of Roberto Suarez in service of IACAC.

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

Illinois College Fair:

Inclusion, Access, and Success (IAS): Thank you to the University of St. Francis for hosting Sharing the Dream. This past year was our largest turnout with 346 attendees. The committee is preparing for 5th Sharing the Dream at Northern

Media Communications:

Membership:

Mentorship:

Middle Management Institute:

National College Fair:

Nominations: See Past-President's report.

Professional Development Grants:

Professional Connections: The committee has created a communication and outreach plan to participate at several state articulation conferences to encourage attendees to get involved and become members of IACAC. We are looking for more members to participate in this outreach.

Retirees (part of Membership):

Scholarship:

Strategic Plan Ad-hoc:

Summer Institute: One month away, registration is open. 15 – 18 counselors (mostly college-side).

Summer Tours:

Transfer Advisory:

C. Grotzke motioned to adjourn, N. Rubino seconded.

Motion carried.

Meeting adjourned at 1:46 p.m.

Respectfully submitted by Renee Koziol, IACAC Secretary.