



Executive Board Transition Meeting  
Friday, June 2nd 2023, 9:00am-3:00pm  
Dominican University

**Board Members Present:** Paul Welsh, Brian Hodges, Angie Cooksy, Kathryn Hankamp, Scott Carlson, Christian Brown, Becki Bellito, Dererk Brinkley, Meghan Chrum, Maddie Corder, Cody Dailey, Joe Freeman, Rejeannda Robinson, Betsy Stevens, Evan Wilson, Mike Gavic, Erin Hoover

**Board Members Not Present:** Maira Rodriguez and Shaun Wochner

**Guests:** Sarah Goldman, Kenneth Guthrie, Jess King, Josh Stober, Jenn Stroh, Kelli Allen, Annette Braden, Tara Brewer, Lupe Flores, Brian Harris, Kathy Holmberg, B.C. Juettner, Bettie Mattison-Farris, Tony Minestra, Robyn Moreth, Lianne Musser, Keegan White, Lauren Yates, Amy Thompson, Allegra Giulietti-Schmit, Ashley Brown.

---

Call to Order (Paul Welsh) Meeting called to order at 12:05pm

Swearing in of new Board Members (Brian Hodges)

**Approval of 3/13/23 Executive Board Meeting Minutes:** *(Scott Carlson)*

*S. Carlson motioned to approve the 3/13/23 executive board meeting minutes. J. Freeman seconded.*

- Board meeting Etiquette.
  - All board members are required to attend (in person or virtually)
  - Committee chairs are welcome to attend meetings but it's not necessary
  - Only board members can motion or vote
    - All in attendance can participate in discussion.
  - Committee chairs needing to request something from the board should work with their liaison to bring a motion forward.
  - To bring something to the board the liaison should request to be added to the agenda for the next exec board meeting.
    - Reach out to the President to be added.
  - Proposal/details should be sent to the board in advance of the next meeting.
- Order of the motion.

- Introduction of the topic on the agenda.
- Motion is made by a board member.
- Discussion by all in attendance.
- Vote: only board members can vote.
- Secretary Roles Defined.
  - We have discussed that it should be a collaborative role
  - We see the Secretary-Elect role as pre-meeting prep
  - We see the Secretary role will be taking the minutes with assistance from the Secretary-Elect.
  - Both meet post-meeting to clean up minutes and they are sent to the Exec-Board from the Secretary.
  - We will redefine these roles again next year when we have a 3rd position.
  - Our question is at NACAC there is a Finance committee meeting. Are both and eventually all 3 Secretary positions required/encouraged to be at NACAC Conference? What does IACAC cover for one or all 3 roles?
    - In the by-laws it just says the secretary is on the finance committee. This needs to be changed in by-laws to include the Secretary-elect.

**Membership Report** (Sarah Goldman)

- [Annual Membership Report](#)

MEMBER TYPE	5/31/2023	4/30/2023	3/31/2023	2/28/2023
<b>Total Teams</b>	596	589	582	576
<b>Total Individuals</b>	1748	1730	1711	1655
<b>TOTAL MEMBERSHIPS PURCHASED</b>	1748	1730	2151	2084
<b>TOTAL EXPIRED INDIVIDUALS</b>				116
<b>TOTAL ARCHIVED INDIVIDUALS</b>				1243

- Welcome to the new membership year!!
- Membership Bracket plan.
  - Looking at the institution and asking who else could benefit from an IACAC membership there if they are only using the low end of their bracket for members Ex: 5-8 member bracket and they only have 5 members (3 open spots)
- Opportunities for new members/district partnerships.
  - Looking at high school district policies because their policy states they can go to one event a year.
- CPS-is now an Ad-Hoc.

**Executive Director Report** (Erin Hoover)

- Finishing up yearly turnover on committee groups, website, etc.
- Finished updating by-laws on the website on June 1st.

- Wrapping up financial items from the past FY, will start on 22-23 audit and taxes soon
- Contracts - Finalizing Graphic Designer contract with Brian and Josie, working on getting a quote from CAM for assistance with newsletter/marketing, working with Paul and Chrissy on updating scope of Minard Planners work related to Conference.
- Will review current insurance and bid different brokers - needs to be done by December.
- Media Ads/Sponsorship Packages.
  - There are now options for advertisements available
    - Leaderboard on the homepage.
    - Email content.
    - Can add social media to this in the future using ISCA and NACAC as models.
  - Working on a full year bundle option for ads and sponsorship to allow financial support in multiple ways.
- Membership Renewals.
  - Team renewals underway.
  - New CPS model in effect - \$20/person.
- Annual Report & Strategic Plan.
  - Will compile and share the Annual Report soon.
  - Will use that to start our Strategic Plan process with board directors.
- College Fairs.
  - Finalizing Letter of Agreements from each host site
  - Connecting with new sites and hosts to facilitate training
  - Beginning work with Graphic Designer on materials for all IRCFs and a marketing plan and materials for the new IACAC National College Fair (April 6th, 2024).
    - Sending materials out to all high schools in Illinois
  - Registration will be live mid-June.
- LDI
  - Preparing/updating Leadership Resources app for LDI later this summer
  -

#### **Treasurer-elect Report (Christian Brown)**

- [Donated Services Year Progress Snapshot](#)
  - Remind your committees to complete donated services after events and meetings.
  - Record the mileage you drive to events or meetings, hotels any expenses IACAC does not pay for that you or your university pay for.
- Professional Development Grant.
  - Apply! They are available

#### **Treasurer Report (Josie Blasdel for Mike Gavic)**

- [4<sup>th</sup> Quarter Report](#)
  - June 1st, 2022 - May 31st, 2023

- Still finalizing some additional expenses from conference and other pre-approved events.
- [Transparent Snapshot](#)
  - Operating Expense Account: \$186,323.64
  - Surplus Account: \$294,247.70
  - Fidelity Spartan Market (Reserve): \$183,534.17
  - Wintrust Money Market (Investment Account): \$294,247.70
  - Total: \$880,520.81
  - We moved money from surplus to operating budget to balance the budget.
  - 10% of the surplus fund moved to the innovation fund.
  - Surplus currently at \$111,597.63
  - Overall net with: \$880,520.81
- [Final 2022-23 Budget Expense](#)
  - Came in under budget on expenditures.
  - Approved total of \$300,852.00 for year, but only actually spent \$202,551.08
- [Final 2022-23 Income Expense](#)
  - Summer tours ended up a little more expensive but brought in more money with the IRCF and NACAC fair, and made money with Elevate.
  - Had approved income \$296,864.50 we are at \$225,775.53 which does not include the surplus move.
  - Made more money than expected, and spent less money than was approved. Will be completely balanced even before surplus money is added.

#### **Past Treasurer Report (Josie Blasdel)**

- FY 22-23 Innovation Fund Report (Past-Treasurer)
  - Approved \$19,000 in innovation funds
  - Only spent \$9,000 in the innovation fund
  - Use this money as members and leaders. If you see a need we want to put money into our membership.

#### **President-elect Report (Angie Cooksy)**

- [New Proposed Conference Committee Structure](#)
  - How do we best utilize our paid and volunteers?
  - Shoutout to Chrissy Grotzke for leading the Conference Survey and Feedback
  - Biggest changes are in the liaison space.
    - 3 Conference coordinators work with President-Elect
    - Had 1 this past year, Have 2 people this year and then 3 people next year
    - Work with Menard Planners and the scope of their responsibilities of volunteers and organization we are paying for and clearing up the communication.
    - Liaisons will report to Conference Coordinator and Menard Planners
    - Liaisons will oversee a committee with 3 chairs to assist
    - Separating Exhibitor Committee from Sponsorship & Advertising Committee

- Overlap with Exhibitors who are also Sponsorship
  - Exhibitors already have to fill out 2 forms anyways to exhibit and sponsor, so the structure will stay the same but the exhibitors will work with both committees if they are exhibiting and sponsoring
  - Conference Coordinators will stay with their committees/liaisons during their 3 year term to create consistency
- How did it go with Menard Planners
  - We learned a lot
  - There were things we do as a committee they thought they would have had as responsibilities.
  - We built this new structure with Menard Planners
  - First year without Donna so it was a learning curve on how to interact and use Menard Planners. Meeting with them now to discuss what went well, what went bad, and how can we improve in the future
  - As an organization we fall into “well this is what we have always done” We need to be intentional about trying something new.
  - Need to decide how we want exhibitors to be seen at the conference and on the website/app when they are just an exhibitor vs exhibitor and sponsor (also on level of sponsorship) - what marketing are we giving them differently
  - Standing Committees vs Conference Committees
    - Standing Committee - President Oversees
    - Conference Committee - President-Elect Oversees
- Send Angie names of members who would be a great fit to be on a committee, be a liaison, or conference coordinator for IACAC Conference 2024 (April 24-26)

### **Past President Report (Brian Hodges)**

- Election update
  - Reshaped the way we voted this year to look at what we want to build as an organization.
  - Might need to re-visit wording in the by-laws in the year ahead
  - 1491 eligible voters, 312 ballots were submitted, 21% of membership
    - We would need to write the bylaws to extend voting as it states the voting should be completed in the meeting.
    - Used points system this year but open to suggestions on voting.
  - Discussion
    - Once nominations have been finalized, can we send the email out immediately then and allow dedicated time at that meeting to vote that way more people remember and have time to vote
    - Strongly encourage a look at the by-laws and is the 24 hour window the best way to allow for all members to vote. There are people who can not attend the conference.

- The ranking was confusing to some people. People didn't know if 5 was good or 1 was good. Poll said 5 is highest (maybe people aren't reading instructions)
  - Could voting happen before the conference and winners be announced at conference.
  - Is an SMS push an option to send out the ballot?
- Staff evaluation: Erin Hoover
  - Approved by Finance Committee.
  - If Erin decides she is done and moves on, is everything in place for change. Might need to hire another employee to be under Erin so if/when she moves on we have structure in place with consistency for leadership in the role
- Other contracts: Sherry Hall, Minard Planners, Chicago Association Membership

### **President Report (Paul Welsh)**

- My Goals:
  - As President: Close the budget gap by increasing revenue
    - Spring national college fair
    - Continue to increase Conference revenue by recruiting national exhibitors/sponsors
  - As President: Meaningful volunteer experience
    - Board Director onboarding / LDI
    - Empower Board Directors
    - Empower committee chairs
    - Identify and cultivate future leaders
  - As President: Engaging Board meetings
  - Personal: Hold sacred family time
  - Professional: Engage my Fenton colleagues / be a better colleague
  - Make connections now with Peoria high school teachers/counselors to get them to attend conference when it moves there in 2025. Want to see increased local participation.
  - Keep high school pre-IACAC conference to help prep and get high school counselors excited for conference
  - How many first timers are outside of our normal attendance.
    - Only 25 high school counselors outside of Chicagoland area
  - Thought - Maybe Peoria High School Counselors and Teachers get a discount or specialized rate to attend conference since they won't be staying overnight
  - Don't push Peoria counselors and teachers to just conference, push them to IACAC for membership.
  - Maybe collaborate with ISAC to push out communications about IACAC and IACAC Conference to high schools and colleges that are outside of the Chicagoland area
- 2023 Annual Conference Summary
  - Registrations: 418

- 8 on-site, 5 cancellations, 4 no shows
  - Total registration income:
    - \$93,315
    - \$16,685 short of budget (\$110,000)
- Exhibitors: 25
  - Income = \$15,370
  - \$3,370 over budget (\$12,000)
- Major sponsorships:
  - Platinum \$5,000+ UIS and Illinois College
  - High School Counselor Scholarships \$2500 UIUC
  - Income = \$34,000
  - \$12,000 over budget (\$22,000)
- Advertising
  - Income = \$750
  - \$2,250 under budget (\$3,000)
    - Didn't print program so mobile ads only
- A/V/Tech
  - Expense = ~\$20,000
- Hotel/Meals
  - Expense = ~\$80,000
- Raffle
  - Net Income = \$591.26
    - Minimal donations this year - had to spend money on baskets
- Project Reach
  - Revenue = \$1,190
  - Expenses = \$1,290
- Overall estimated net income = **~\$26,800**

- Liaison assignments

Committee	2023-24 Liaison
College Awareness and Preparation (CAP)	N/A
CPS Membership Ad-hoc	Paul Welsh
District Seminars	Meghan Chrum
Education and Ethics (AP)	Joe Freeman
Elevate	Ashley Brown
Equity and Access Ad Hoc	Paul Welsh
Government Relations	Evan Wilson
High School Counselor PD	Cody Dailey
Illinois Regional College Fair	Betsy Stevens
Inclusion, Access, and Success	Derek Brinkley

Media Communications	N/A
Membership	Maira Rodriguez
Mentorship	Maddie Corder
Middle Management Institute	Ashley Brown
National College Fair	Shawn Wochner/Derek Brinkley
New Counselor Institute	Maira Rodriguez
Professional Connections	Meghan Chrum
Professional Development Grants	Christian Brown
Retirees (part of the Membership Committee)	N/A move to SIG
Scholarship	Cody Dailey
SIGs	Rejeannda Robinson
Strategic Plan (ad hoc)	Paul Welsh
Summer Tours	Becki Bellito
Transfer Advisory	Rejeannda Robinson

- Have 3 members dedicated to National College Fair/IRCF to show importance for our Brand New National College Fair in Spring 2024.

## Old Business

### New Business

- [Board Director Job Description](#)
  - Started discussion for this role in March when NACAC made the changes to a Board Director model
  - Role Description is still a work in progress
  - Wanted description to more clearly outline responsibilities for role
  - Also have a role in the conversation with NACAC

*R. Robinson motioned to accept the job description for Board Director as stated. Seconded by C. Dailey. Motion carried.*

- NACAC NEXT program nomination
  - NEXT is a one-year program. Each year, a cohort of participants will convene in-person on Thursday morning during the NACAC Conference. While the program may evolve in the years ahead, this year, at NACAC Conference 2023, NEXT participants can expect a panel discussion of current and past NACAC leaders facilitated by APC Coordinator Megan O'Rourke. It will be followed by an open forum discussion on professional issues, challenges, and goals that individuals and affiliates face. NEXT participants will have the opportunity to join virtual quarterly sessions



throughout the year focused on leadership topics, presented by NACAC staff and volunteer leaders. If applicable, we may extend the opportunity for participants to join select LEAD sessions.

- Participants must be selected by July 1st (next year have to do it by March 1st)
- [PACAC's criteria and application](#)
- Proposal for IACAC to nominate three participants
  - Each participant must be an IACAC and NACAC member.
  - They should be an early- to mid-career professional.
    - Discussion - maybe start with members who are both IACAC and NACAC members, maybe those who have won the Newcomer Award, but not those who are currently in this room on a board position.
    - Remove Newcomer Award stipulation to be selected
  - Each participant must be a chair or an active member of an IACAC committee or commit to joining an IACAC committee for the year during which they participate in NEXT.
  - Each participant must have institutional support to attend the NACAC conference in Baltimore in September 2023 and to attend virtual sessions during the year.
  - Financial support from the participant's institution is helpful. Limited financial support from IACAC may be available per the Fiscal Policy.
  - Preference will be given to members serving on a standing committee, serving on a conference committee, serving on the Exec Board or self nominated.
  - Final selection will be made by vote of the Executive Board upon recommendation by the three members serving on the president's cycle.
- Paul asked Exec board members to send him 1-2 names of IACAC members by Friday, June 9th.
  - Looking for people to help with the selection process.
  - Will be brought back to the board at August exec board meeting.
- How can we use this program to help IACAC and NACAC foster future leadership
- NACAC is saying the affiliates come first (listed themselves last in email)
- Maybe we do an application process rather than a nomination process, so everyone has access, especially those who are more involved with NACAC over IACAC.
- Should we be pushing this program towards people who really aren't involved in their local affiliate (IACAC), shouldn't our organization be a priority for them as well. Struggle because how is this beneficial for us in IACAC if we give this opportunity to someone who is just heavily involved at the national level
- What charge are we putting on these participants in regards to IACAC

- Late push by NACAC so no funding model right now. This would be on the institution of the rep to fund or via a grant from IACAC
  - NACAC in future cycles may offer funding to participants
- Logo redesign - Tabled conversations, work with Sherry Hall to continue conversation with our color scheme and redesign
  - Transfer Summit - over 200 attendees
  - Sharing the Dream Conference - just shy of 400 attendees
  - Need to redesign logo for a uniformed branding
  - Do we need a roll out plan or hire a firm to do a logo redesign so we have uniform brand for marketing
  - We need to have a brand!
  - Where do professional developments live (like Elevate)
  - Should we add to the Policy and Procedure Manual that all events/committees use the IACAC branding
  - This new logo will live with our Strategic Plan (don't currently have a Strategic Plan - PRIORITY!)

*A.Brown motioned to adjourn. B.Stevens seconded. Motion carried. Meeting adjourned at 2:38 pm.*

*Respectfully submitted by Kathryn Hankamp IACAC Secretary*