

RMACAC Executive Board Meeting
January 23, 2009
Colorado Springs, CO
Dinning Meeting

- I. Updates from Committee Chairs
 - a. Government Relations Chair
 - i. Colorado Legislative Day is February 11th this year. Please attend if you can
 - ii. The NACAC Legislative Conference is March 8-10 in D.C.
 1. In the past we have sent a representative from each state to this. Do we do that again? This discussion was table until tomorrow.
 - iii. Please see GR hand out
 - b. Treasurer
 - i. Mike has officially resigned as treasurer of the RMACAC board.
 - ii. Our earnings are down from last year, mostly due to the economy.
 - iii. We would like to possibly implement a section on the conference registration for membership renewal.
 - c. Membership
 - i. Membership is down at this time in Wyoming, Arizona and New Mexico.
 - ii. As seen in the spreadsheet provided, many of the out-of-region schools are not participating as they once did.
 - iii. We really do need to identify what we get for being members.
 1. The college fair registration discount is a benefit, but other than that there really is no clear cut benefit
 2. Maybe have a conference registration discount for members
 3. Susan Hunt put together a "Why join RMACAC" publication
 4. Carols brought up the pilot plan of NACAC, when you join NACAC you join RMACAC as well. This may increase numbers in the future.
 - d. Professional Development
 - i. Since RMACAC donates \$500 to support KOO we would like to define what RMACAC gets from this.
 - ii. We would like to get a report back on where the funds go and possibly a list of attendees.
 - iii. We would also like to put the "Why Join RMACAC" publication in KOO's registration packets
 - e. College Fairs

- i. Post cards were sent out to anyone that has attended a RMACAC fair in the last 3 years and any college that joined in the last three years.
 - ii. Kendall proposed that we host a high school fair in addition to the college fair so that high schools can showcase their students and why reps should come to their school.
- f. Human Resources
 - i. NACAC has put together some very helpful college planning guides and Carlos will bring to tomorrow's meeting for all to view.
 - ii. Grants are due by February 15th and the committee will choose one recipient from each state.
- g. Public Relations
 - i. The newsletter is now totally online and saving us \$2,000 per year. Other regions are also online.
 - ii. We would like to identify ourselves more, especially at NACAC. Maybe by purchasing the name tag ribbons with "RMACAC Board Member"
 - iii. Another suggestion for visibility is putting more ads in local papers. Such as meeting alerts, awards recipients, etc. We should also be posting these events on the web.
 - iv. It was suggested we mimic what 9 News in Denver does with a call center where families and students can call in and ask a Counselor/Admission Rep for help with applications, FAFSA, etc.
 - v. More conference calls also were suggested.