

RMACAC Executive Board Meeting

April 23, 2009

Antler's Hilton Colorado Springs

Present: Shanna Hamblin, Lynn Ossowski, Ralph Figueroa, Robin Boren, Eric Nissen, Joe Swingle, Monica Huggins, Cathy Nabbefeld, Adrienne Loveland, Noah Buckley, Diane Leonard, Morgan Boyack, Carlos Jimenez, John O'Connor, Susan Boyle

## Agenda

### 1. Welcome and Conference Update

- a. The conference planning is going amazingly well and we have 200 people registered. Of this 200 most are first time attendees

### 2. Committee Reports

#### a. Past President for RMACAC Board Open Positions

- i. We went over the four statements of interest for our open board positions.
- ii. It was decided that we would put the names of our candidates on a slate that will be passed out tomorrow morning during breakfast. Included on the slate will be a spot at the bottom where members can write their name down as an interested person for committees and/or board positions.
- iii. Also included on the slate will be Joanne Augustine and Susan Boyle's transition to Treasurer and President-elect to keep membership up to speed.
- iv. With our membership on the rise, we will eventually need to increase our delegate board positions to 10. Something to consider for future years is combining a delegate position with a committee chair. Currently we are doing that with Diane Leonard being a delegate and Government Relations Chair. We will most likely do that same scenario if we get to

the point of adding another delegate with the Admissions Practices Chair.

- v. New board members will be announced at lunch with all the local counselors.

### 3. Committee Reports

#### a. Treasurer

- i. The new and revised reimbursement policy was passed out amongst board members.
- ii. Committee chairs need to have a budget forecast to Joanne if they have not already done so. This is so eventually each chair will be responsible for their own budget.
- iii. With the economic times as they are it was discussed about changing our meetings to save money.
  - 1. It was suggested to always meet in Denver versus the spring conference site since several board members are on the board and it is easier/cheaper to fly into.
  - 2. Please stay in moderation when going out to dinner and try to stay within the \$20.73 allotment for dinner.
  - 3. Maybe do some video conferences
  - 4. It was also discussed about hosting the conference every other year versus annually.
    - a. After much debate it was decided that we want the conference to be annually because for many regions this is their only professional development and networking.

#### b. Public Relations

- i. On Thursday, April 25<sup>th</sup> Robin, Shanna and two other admission personal hosted the first ever College Admissions Line 9 on Denver's Channel 9 News. It was a huge success and something we all agreed should be done again.
  - 1. Next time we would like everyone to wear RMACAC t-shirts

2. We decided that we will do it twice a year – once before the Cherry Creek fair in October and the other before the spring RMACAC fair.
  3. Robin will write up a “how to” for other states to follow.
- ii. Robin updated the “What is RMACAC and Why Join” sheet. This will be handed out at the conference.
- iii. For the website/technology chair some ideas:
1. Interactive map of high schools and colleges
  2. Interactive regional calendar of events with hot links provided
  3. Create a Resource Library containing downloadable handouts, presentations and resources for members to use.
  4. Mapping functions between member schools. This is a great resource for planning and organizing high school visits.
  5. High School Profiles at the push of a button. \* This could be another benefit of being a member – you get your profile posted.
  6. Members have access to RMACAC colleagues who are available for presentations and workshop events. Develop a formal speaker’s bureau.
  7. Members only portion of our website to encourage direct contact and cooperation. Frequent communications via mail and email to members.
  8. Mentorship program–counselors and college admissions personnel.
  9. Put keynote/legislative action day speakers on website.
- iv. We also will be purchasing two large table banners with RMACAC on it to use at different events. The president will be the person responsible for keeping track of them.
- v. Board articles are due May 10<sup>th</sup> so please get them to Robin as soon as possible!

c. College Fairs

- i. 2008–2009 Numbers:
  - 1. RMACAC Albuquerque College Fair – Oct. 5<sup>th</sup>, 2008. 163 institutions registered (down 18 from last year and 29 from two years ago).
  - 2. RMACAC Salt Lake City College Fair – Oct. 11<sup>th</sup>, 2008. 115 institutions registered (down 8 from last year and 11 from two years ago).
  - 3. Denver Spring College Fair – April 26, 2009. 185 institutions registered (last year had a total of 175). Really helped to host in conjunction with conference.
    - a. 15 are new schools that have never attended before.
    - b. 75% all of payment is through credit cards and 25% by check.
- ii. Registration for the 2009 – 2010 fairs will be available starting May 1<sup>st</sup>.
- iii. Reminder – Andy Losier will be helping Roderick Rose organize the college fairs for next year since Shanna will be out of the office most of September.
- iv. Rocky Mountain 2009 – 2010 Fair Dates
  - 1. Albuquerque – Oct. 11<sup>th</sup>, 2009
  - 2. Salt Lake City – Oct. 17<sup>th</sup>, 2009
  - 3. Denver Spring Fair – TBD
- v. Please see attached schedule for additional fair dates, times and locations.

d. Membership

- i. 20 new members have joined RMACAC since our January meeting. This brings our membership total to 261 members.
- ii. Eventually we would like to put our membership list on the website. This would be private so it would need a password to access.
- iii. July 1 is the deadline for membership renewals. We will post reminder emails on the NACAC website for other SNR's.

1. We would like to put together a calling plan to contact people who are members of NACAC and not RMACAC from our region. This would be a personal reach out to people encouraging them to join and be a part of our organization.
  - a. Maybe all presenters need to members.
  - b. People presented on the slate need to be a member and maybe we have a length of membership requirement.
  - c. Call will take place in September before NACAC – identify the NACAC members vs. RMACAC members last year who are not this past year. Possibly go back 2 years and see who is missing.
  - d. Morgan will get a committee together with representation from each state to help make calls. Until we get all five states we will have delegates step in.
- iv. Another item discussed is increasing the fee for the college fairs to colleges/institutions that are not RMACAC members.
  1. A good model to follow is the Colorado Day/Night fair circuit. They charge more for non-members and maybe this will make membership an incentive.
- e. Professional Development
  - i. Lynn has been working with Amy Belstra on the KOO workshop. We would like to receive some type of invoice from KOO or a report back to us about what is happening at the workshop since we contribute money each year to them.
  - ii. Another part of the website to develop is a professional development area where there are links to events going on regionally.
  - iii. Please fill out the five questions Lynn handed out to everyone and get back to her with your answers as soon as possible.
- f. Government Relations
  - i. On February 11, 2009 RMACAC members participated in the third joint Colorado Day at the Capitol.

1. There were 53 attendees divided among the three participating organizations.
  2. Our training on issues facing Colorado has been a bit heavy on K-12 and minimal on the transition and post secondary issues. We will address this next year as we plan the training.
  3. At the final meeting of the committee it was decided that the three participating organizations would rotate the chairmanship of the planning committee and that the address to the joint committee on education would become a separate activity.
  4. The coordination of this activity will rotate between Colorado Council and CSCA. It was proposed that we look at other ways for our organizations to partner to effect legislative change in Colorado that will benefit students in the preparation for and transition to post secondary education opportunities.
- ii. Dianne met with Holly Todd the Government Relations Chair for the Utah ASCA. We are working to integrate RMACAC into the legislative day they hold.
  - iii. Monica, Cathy and Dianne traveled to Washington, D.C. for the NACAC Legislative Conference. The training was very valuable and the visits were the most productive Dianne has experienced. There is a very different tone in the offices of our legislators. The NACAC Government Relations Committee is suspending the National Conference for next year. NACAC is looking at ways to involve more members in advocacy and to continue our national connection.
  - iv. I have proposed in my budget that we continue to fund our 1/3 share of the Colorado Day at the Capital and allocate \$500 for the Utah Day.

g. Human Relations

- i. Congratulations to our four Cynthia Gayles Human Relations Award recipients: Christine Suina – College Horizons, Pena Blanca, NM; Lindsey Vesceri – George Washington High School, Denver, CO; Catherine Powers – Sedona Red Rock High School , Red Rock, AZ (not able to attend); Betsy Cowin – Powell High School, Powell, WY.

- ii. Dianne and Carlos were unable to identify a candidate from Utah. Next year they will strive to make it happen.
- iii. One of these award recipients will need to be selected to attend NACAC. Since Catherine Powers is not able to attend Kendall will be her advocate.
- iv. College Board provided a check to RMACAC for \$1,000 to help us fund these individuals. Colorado Council also offered \$500 to fund a Colorado counselor to attend the conference.
- v. Outside the grant we are covering the registration fee for Renae Bruning for Friday. Renae is the coordinator of the Denver Scholarship Foundation (DSF) Future Center at John F. Kennedy High School in Denver.
- vi. Monica wrote a NACAC President's council grant of \$4,500 that will provide RMACAC with the funding to send 5 (one from each state) admission officers to Guiding the Way to Inclusion (GWI) this summer.
  - 1. GWI is a 3 day annual professional development workshop for postsecondary admission counselors and enrollment professionals who assist underrepresented students and their families in the transition from secondary to postsecondary education. The workshop is tailored to address current multicultural and diversity issues in higher education.
  - 2. The conference is 28<sup>th</sup> – 30<sup>th</sup> of July in San Francisco.
  - 3. Nominations are needed as soon as possible. Please let Carols know of any person you know that could benefit from this conference.
  - 4. The grant will cover \$900 per person with may not be enough to cover the entirety of expenses as registration for members comes in at \$475 leaving only \$425 for travel costs.
    - a. It is recommended that we ask institutions to cover the remaining costs. If they sincerely cannot we will discuss RMACAC helping at a later date.
  - 5. A good nominee is a person who is relatively new to the profession and show interest in the profession for years to

come. Geared more towards 4 year institutions, but community college representatives would be fine.

6. Attendees to GWI will be invited to the spring conference to do some type of panel and share their information to others.
  - a. Also have them put something on the website.

#### h. Discussion Items/Old Business

##### i. Strategic Plan

1. The methodology component of the plan will presented Friday morning at breakfast.
2. We will have the entire plan posted to the website the beginning of June.
3. Please read over one last time to look for errors, include any additional ideas, proposals, etc. and let Susan know as soon as possible to get it included.
4. We will take out names of individuals and replace with positions/chair since they will all change eventually.
5. Send any edits to Susan by May 10<sup>th</sup>.

##### ii. 2010 Conference Site

1. We will be hosting the RMACAC annual conference in Phoenix, AZ next year and try to partner with the local counselor association – Arizona Counselor Association (ACA).
  - a. If it does not work to join forces with ACA we will still have the conference there.
  - b. We will heavily advertise the CEU credit.
  - c. Lynn and Joe will be checking with school counselor association.

##### i. New Business

- i. Robin will be at a table with the updated “Why Join RMACAC” by the registration table in hopes of recruiting new members.

- ii. We will have all the committee chairs have a table at lunch on Friday to recruit committee members.
- iii. We need to update our bylaws. Monica and Adrienne will work on this for our fall meeting.