

RMACAC Executive Board Meeting

Thursday, April 15, 2010

Tempe, AZ

Present: Renee Orlick, Lynn Ossowski, Sari Rauscher, Joanne Augustine, Susan Boyle, John O'Conner, Robin Boren, Rachel Gibson, Monica Huggins, Cathy Nabbefeld, Eric Nissen, Joe Swingle, Kelly Dunham, Adrienne Loveland.

- 1. Welcome*
- 2. Conference update*
 - a. Budget print out of conference*
 - b. Looking forward to a great conference on the ASU campus!*
- 3. Board Duties during President's Welcome, Conference, RMACAC Business Mtg*
 - a. Business Meeting on Friday*
 - i. The key note speaker will only be about 15-20 minutes, followed by board introductions and voting on our bylaws corrections. We will then introduce the Cynthia Gayles recipients: Betty Marvin, Bagdad HS (Arizona); Bernadine Knittel, Thompson Valley HS (Colorado); Kristi Orchard, Karl G. Maeser Prep Academy (Utah); Nicole Avent, Aurora Central HS (Colorado); Steven Staab, Worland HS (Wyoming).*
 - 1. In addition to the 5 we chose to sponsor, CSU & CC agreed to sponsor additional recipients: Charles Scott, Cienga HS (Arizona); Susan Moore, Sabine HS (Arizona); J. Craig Quintana, Smoky Hill HS (Colorado)*
 - ii. The Roger H. Campbell award recipients will be announced at the end of the meeting. We have decided to award two awards – an admissions officers and a guidance counselor. We had hoped Roger's daughter would be able to give the award, but are not sure if this will happen.*

- iii. Eric will put a plug in for colleges to consider hosting next year's conference on their campus. Board members, please spread the word.
- iv. A reminder for Guiding the Way to Inclusion (GWI) applicants will also be given.
- v. Robin will give time, location and other details for Adams State credit.
- vi. Board members, please stop by the RMACAC table and make sure people's questions are being answered. Also, please talk up RMACAC and its benefits to all in attendance.

4. Committee Reports

a. Governance & Nominating

- i. The results of our election are as follows: Eric Nissen is our new College/University Delegate, Susan Hunt is our new President-Elect, Rachel Gibson is our new Conference Planning chair, and our new co-chairs for Government Relations are Kasey Urquidez and Kristina Wong Davis.
- ii. The Roger H. Campbell award recipients will be announced at Friday's business meeting, but we had a wonderful response for nominations.

b. Public Relations

- i. Assignments for newsletter articles were handed out which are needed by Friday, April 30th.
- ii. We had the College Admissions Line 9 in Denver again and it went fabulous!
- iii. RMACAC name tags were distributed as well as "board member" ribbons for conference name tags.
- iv. Robin will set up at RMACAC table for graduate credit and also use that time to talk up RMACAC and its benefits.
- v. This year we have lanyards with RMACAC logo on them. We would like to recycle them and use each year.

c. Professional Development

- i. KOO 11 and bus tour registration has gone out for this summer
 - 1. Book for KOO will be "Gatekeepers" and Ralph will be the book club leader
 - ii. The feedback Lynn got from the Arizona School Counselor's Association conference is that the counselors want easy and free things. So some suggestions for our website literature and resources are: using Cherry Creek HS information library (they often share), College board, NACAC site, etc.
 - 1. We need to try not to lose momentum with AZ counselors. We will mail them our newsletter after the conference and as well as our new paper membership form.
 - iii. We would like to provide three one day mini workshops in Tucson, Phoenix, and Albuquerque for both high school and post-secondary counselors.
 - 1. It will be \$25 which will still leave a remaining balance for RMACAC to cover.
 - iv. PD would like to put together a letter about "What are your communications really saying" It would discuss the language we use such as college vs. university, etc.
- d. Membership
- i. July 1st is our new membership cycle so start thinking about renewal for each board member (e-mail will go out as reminder)
- e. Human Relations
- i. Carlos put out an e-mail to counselors about having a workshop the Monday after the DU fair in Denver to go over financial aid, etc. to underrepresented groups. There was an interest, but the timing wasn't enough for it to come together. It will be something we have next year.
 - ii. Please make sure to seek out the Cynthia Gayles award recipients and make them feel welcome.
 - iii. We will be able to send someone to GWI this year, so please spread the word and direct them to Carlos, Cathy or Susan with questions.

1. Doug Wine from New Mexico was the recipient of the Imagine grant this year. He was going to use the money to put on a program to help his students fill out the FAFSA. Instead, his school found the money and he returned the grant to NACAC - who was shocked.

f. Government Relations

- i. We are currently working on assembling a group to work on the Colorado Legislative day.

g. College Fairs

- i. Appealed to finance committee to bring all college fair committee people to do training on how to run a fair including Wyoming group for possible Wyoming RMACAC fair. It will be this weekend in congruence with the DU fair.
- ii. Numbers from this year's fair circuit: Albuquerque - 150 schools (down from 163 last year); Salt Lake City - 137 schools (up from 115 last year); Denver - 197 schools (up from 185 last year).
- iii. Registration for 2010 - 2011 fairs will be available May 1st.

h. Admission Practices

- i. The May 1st deadline has brought up some issues that are not exactly violations, but very close. Instead of having commitment deadlines for everything on May 1st, they have that date for only accept or decline. For things like housing, honors, etc. they have other deadlines students need to commit to. We need to look at the wording and have recommendations of our regional schools to use.
- ii. Other issue that arrised, was a school in Illionis that sent a letter to a high school junior stating that if he continued on this great academic track he would be a guaranteed admit. The wording was misleading and made it sound as though he would be admitted his junior year. The school was very appreciative of the help and happy to amend their letter. A draft will be sent to Renee soon.
- iii. Something else to include on the website would be an acronym description.

i. *Technology Chair*

i. *Adbay (AB) vs. MemberClicks (MC)*

ii. *Cost, cheaper through MC because of large customer base (going through all ACAC's) whereas it will cost more for AB because not spreading over 18 organizations.*

iii. *Customization is easy and better through AB because it is not spread over 18 organizations. MC only has templates to use to create our site versus creating our own and adding customization through AB.*

1. *Southern ACAC says that it is taken much longer to handle registration than before, but the question rises, is it people trying to make it do what it "used" to do or is it problems with the system.*

2. *MC can redo site, configure users groups, set up expiration dates (renewal atomically), customize profile layout, put together templates for mailing and name-badges, creation of 4 forms and 2 standard email templates.*

iv. *MC will require 14 extra hours of training, AB will come to us and do for free, AB intuitive, ala carte pricing. Customization, - cost, + local, working with them for years, willing to work with us, all aspects on RMACAC site don't leave. Whereas MC + cost shared, - less customization, membership & other register services all in one.*

v. *MC cost \$1,200 to set up, 12 pages for \$1,600, \$150 monthly fee, cheaper. 2.50 + 1% /transaction fee.*

vi. *AB will be about \$8,000 (onetime fee) Everything they build on back side that needs to be changed will be @ 75/hour MC 80/hour.*

vii. *1st year MC is better deal, but then you get \$150 a month payment. By year 3 - cheaper to go with AB...yr 4/5 about \$3K cheaper.*

viii. *Job postings - could charge people outside our region, MC you go off site and everyone has to pay 70/30 split (RMACAC/organization).*

ix. *It was asked to have an Excel spread sheet created with the pros and cons of each AB & MC so we can compare each piece. This will be given to the finance committee.*

- x. *Texas, southern and Great Plains are done and are good examples of MC.*
- 5. *Treasurer's Report & Budget Approval*
 - a. *Approved, Saturday need to do 2011 proposals which will need to be approved at NACAC in St. Louis.*
- 6. *Delegates Update*
 - a. *No reports*
- 7. *New Business*
 - a. *Use of listserv*
 - i. *We don't have a policy for our listserv. We have been going with "let's get people using it", but do we need guidelines i.e. Wisconsin Alumni scholarship for CO students?*
 - ii. *Please think about and bring suggestions and ideas to next meeting.*
 - b. *Bylaws*
 - i. *A huge thank you to Ralph for all of his hard work in updating and organizing our RMACAC bylaws!*
 - ii. *Membership will vote on and approve tomorrow at business meeting.*
 - c. *Please contact Adrienne with anything you may have to add to our Archives.*
- 8. *Adjourn*