



WACAC Executive Board Summer Retreat Minutes
July 28-30, 2019
Fairmont Hotel
San Jose, California

Sunday July 28, 2019

In attendance: Lauren Cook, Marc McGee, Phillip Moreno, Candice Mackey, Sam Schreiber, Allison Lopour, Marie Bury, Laura Stratton, Gary Clark, Matt Lane, Stacy Kadesh, Elena Wong, Rebecca Munda, Jessica Greene, Maureen Chang, Catalina Cifuentes, Archie Douglas, Keith Sanpei, Corinne Schell, Amy Krueger, Jenny Uribe, Maureen Isied, David, Mills, Esperanza Bernal, Anna Takahashi, Gabrielle McColgan, Nikki Chun, Herbie Walker, Dewey Wilmot.
Myra Castro and Deanna Kilgour, ex officio

Welcome, Overview, Introductions and Team Building – Lauren Cook, President.

Lauren called the meeting to order at 3:11pm.

- 1. Approve Executive Board Summer Retreat Agenda--Lauren** She asked for a motion to approve the agenda, Marc McGee moved, Allison Lopour seconded the motion. Lauren asked for a vote—motion passes unanimously.
- 2.**
- 3. Approve Executive Board WACAC Conference Minutes– Lauren**
Lauren requested that everyone review the minutes from the EB meeting in Arizona. Maureen Chang noted a correction in No. 4, GRAC section v. The sentence should read “One proposes the establishment of commission on independent consultants”: change made. Archie Douglas asked about No. 4, section vii Membership report and the resolution of the Survey Monkey vote. The minutes reflect the action in the meeting. For clarification, post-meeting, the issue with the Survey Monkey was corrected and Sonia Ryan, Past President was able to access the membership vote. Lauren made a request for a motion to approve, Corinne Schell moved, Laura Stratton seconded the motion. Minutes approved unanimously.
- 4. Budget Review— Dewey Wilmot, Treasurer.** Dewey requested that the minutes state his role as Treasurer. Dewey provided an overview of the fiscal year and

budget review for all as well as the board responsibilities in the budget creation process. He reviewed the sources of income and recapped current financial status.

5. **NACAC Update from Leadership Development Institute – Lauren, Marc & Phil Moreno.** Lauren explained the NACAC LDI program as it differs from WACAC LDI. She provided an overview of the three main topics from the meetings.
 - a. The membership model that NACAC is proposing in response to the concerns that arose at the 2018 Salt Lake City NACAC Assembly. The NACAC Board is hopeful this version will be accepted.
 - b. CEO search is underway as Joyce Smith prepares to retire. The new person is slated to begin in the summer/fall 2020 range. Lauren is part of the search committee.
 - c. The status of the Department of Justice inquiry into NACAC's CEPP. At present, NACAC is cooperating fully.

Lauren shared that the 2024 NACAC conference will be in Los Angeles.

6. **Reimbursement, Forms, Fiscal Policy review - Dewey**

Dewey referred all to the retreat packet that contains the instructions for the various financial forms that the board may utilize. He highlighted the WACAC Board travel policy. He reviewed the primary expense report and check requisition forms. The forms are available on the WACAC website. For this board meeting, please submit by August 22.

7. **Wrap up remarks—Lauren**

Lauren asked for motion to temporarily adjourn. Matt Lane moved, Stacy Kadash seconded the motion, the motion passes unanimously.

Monday July 29, 2019

In attendance: same as Sunday with the addition of Linda Dannemiller, Marcel Hite, Kristine Shay, Yvonne Hicks
Stacy Kadash is absent today due to illness

Lauren called the meeting to order at 9:09am.

Committee Reports/Discussion

1. **Admission Practices—Archie Douglas, Chair.** The report is brief due to confidentiality. Archie explained the 3-4 times per year conference calls with the other affiliates' chairs. Acknowledging the hold on the CEPP enforcement, he stated that most issues arise from ignorance of impact on and understanding of students. Early programs and incentivizing most prevalent in complaints. Also, scholarships that are tied to certain majors or programs. Archie thanked Marc for his assistance with some CSU admissions offices.
2. **College Fairs—Herbie Walker, Chair.** Herbie reported on final numbers that are contained in his formal board report: 2142 registered, 1546 scanned at Nevada fairs; 5877 registered 4302 scanned in NorCal fairs. Busing options and communication with sites were the top issues in the discrepancy of registration vs.

attendance. Steps forward include diversity of roles on the site committees (not just employees at the sites/colleges.) Fall dates: Las Vegas fair, Oct. 15; UNevada Reno, Oct. 22. LV will be a series of fairs at different sites. Herbie used different marketing tactics which resulted in a large increase in pre-registration. Linda Dannemiller has volunteered to assist Herbie in the Bay Area. He is considering larger venues, e.g., the UNLV center was at capacity. Discussion among board members ensued regarding the pre-fair information session topics, marketing, for profit institutions' exhibitions, busing opportunities with school districts, future NACAC college fair sites.

3. **Development – Sam Schreiber, Chair.** Reported that the big takeaway from the past year was that people are generous in response to specific, urgent causes e.g. wildfires. Goals include a higher profile of the importance and role of development, citing data and stats on WACAC financial status; focus on percentage of people who donate vs. amount of donation; increased messaging on the purpose and use of donations; idea of other fund raising events at membership meetings, buzz created around these events; creating data visualization for donations and statistics. Sam solicited ideas for giveaways for donations, will follow up with email.
4. **Government Relations—Maureen Chang, Chair.** The dream.us was the recipient of a successful fund raising in Arizona, over \$6000.00 raised. Over 500 postcards sent from the SuperACAC. She updated on bills that made their way through the CA State Assembly and Senate. Currently, the proposed IEC registry is held up due to ownership of registry. Dept of Consumer affairs did not want under purview, settled on mandate that all IEC's be members of WACAC, HECA or IECA. Maureen will continue to engage with the WACAC lobbyist on actions in this area. A voter registration drive will be held again. Maureen provided the **Dates for Legislative conference: Feb. 10-11, 2020**, in Sacramento. Board meeting will be the morning of Feb. 10. Looking ahead, March 2021 in Carson City.
5. **Nevada Interests—Yvonne Hicks, Chair.** Yvonne is from Clark County School District, largest in the US. Focusing on awareness of WACAC and providing education to counselors about WACAC. Introducing events around college information—FAFSA and application workshops, college fairs, etc. with NSHE partners. Also looking at UNLV hosting a Share Learn Connect in 2020.
6. **Professional Development—Marie Bury, Chair.** Lauren thanked Marie for stepping in on short notice and without a chair-elect year to observe the committee. Marie clarified what PD oversees: District Directions, Share Learn Connect conferences, LDI and the new summer institute. Specific numbers are available in the PD area of the WACAC profile, which is also on the website. She explained what each event or initiative entails. Goals include ensuring knowledge is expanded. SLC sites will be University of the Pacific, Santa Clara University, Woodbury University, UNLV, Chapman University and potentially Point Loma Nazarene University. Looking at possible Central Valley location in 2021. Will have single sheet PD doc for the NACAC membership meeting. Ed Devine will be at this meeting tomorrow to go in more depth on the summer institute.
7. **Transfer Advocacy—Esperanza Bernal, Chair.** Esperanza began by posing the question: How do we understand the transfer population, their needs, options, the path? She will follow up with Dan Nannini and Lauren about next steps.

Appreciative Inquiry, Goals & Commitments –Lauren introduced the next section of the meeting. Each board member will utilize a google doc emailed out for input.

Committee Reports/Discussions (continued)

8. **Communications—David Mills, Chair:** looking at the communication around membership, including a welcome email. Also implemented a membership renewal survey. Pleased with response, will redo language of the survey. Looking ahead, continuing with eblast and supporting other committees, returning to blog series, source more content. Increase social media content. Intends to audit the website. Suggestions include paying attention to WACAC members' writing and opportunities to share in some way. The eblast calendar will be addressed tomorrow in the meeting.
9. **Conference –Phil Moreno, President-elect and Co-chair, Keith Sanpei, Co-Chair:** will be at **Long Beach Convention Center, May 27-29, 2020**. Host hotel will be Hyatt. They are meeting every two weeks on logistics and timeline and participated in recent site visit. Identified people to chair subcommittees. Looking ahead: future conference sites for 2021; at registration fee structure, similar to Monterey 2018 conference; at ideas for theme.
10. **Governance and Nominations—Marc McGee, Past President, Chair:** tight committee includes Sonia Ryan, Immediate Past President, Kristine Shay, Rebecca Munda, Kevin Dyerly. Will be seeking nominees for President-elect and five Delegates. Also oversees bylaw changes, which include timeframe for elections, membership categories, language regarding alternate delegates. Also oversees the awards at conference.
11. **Inclusion Diversity Equity and Access—Nikki Chun, Chair:** follow up from the SuperACAC in which she and Kristine Lee Wilby (past chair) ran the pre-conference session with "Factuality", had 116 participants. Now looking at developing additional resources. She wants to look at how the Arrzola scholarship is awarded. Nikki is interested in bridging the distance between scholarship (research scholars) and practice. IDEA should be represented on the program committee for SLC and conference.
12. **IEC Ad Hoc committee—Stacy Kadesh, Chair:** Lauren presented the update in Stacy's absence. A two-year committee overseeing issues in the IEC realm. Interested in doing a blog series. Have been involved in discussions regarding the proposed legislation that affects IEC population. Hoping that an IEC can be on the program sessions committee.
13. **Inter-Association—Catalina Cifuentes, Chair:** Goal is to get public school counselors involved. Increase college and career readiness component in K-12 schools. Plans to be at any event that school counselors attend. Catalina explained how to access the data on the Dept of Ed that pertains to college going rates. Comes from National Student Clearinghouse and UC/CSU/CCC. Cal College Guidance Initiative-website. Data share with CaliforniaColleges.edu. Nov. 14-15, 2019 will be a conference, working with California Student Aid Commission and EdTrust West, K-12 college affordability summit, at the Renaissance Indian Wells.
14. **Membership—Amy Krueger, Chair:** membership numbers 895 members at this moment, (457 last year). With the new fee structure, some unintended consequences—out of state public high school counselors. Next step, what do we do now with the increase of this membership group. Low numbers include CA and Nevada CC counselors. Improvement in overall Nevada numbers. Will look at CBO membership fees as well, as part of the assessment of the public high school counselors' structure.

15. **Public School Counselor Ad Hoc –Margaret Isied, Chair.** Original intention was to increase membership numbers by 20% which has occurred, in part due to the new membership fee structure. Looking ahead at participation: bringing to college fairs, attending SLC, partner with IA to increase awareness. Suggestion of a WACAC presence at the UC and CSU counselor conferences.

New Business

1. **Catalina Cifuentes made a motion to increase the Inter-Association Budget** from \$2000.00 to \$5000.00 to fund travel to conferences and other events. Marc McGee seconded the motion. Dewey Wilmot proposed increasing Membership income numbers by \$3000.00 to keep the budget in balance. Marc McGee proposed a friendly amendment to the motion to increase the income budget number for Membership, Marie Bury seconded the motion. Lauren noted categories in which the numbers were conservative. Lauren called for a vote on the amended motion, **motion passes unanimously.**
2. **SIG (Special Interest Group) Leadership/Organization:** Lauren explained that the current intent is to make the SIGs more organized. Laura Stratton will lead the effort to formalize the organization of the SIGs. Suggestions include a head count at the SIG meetings at Long Beach; clarifying the intent as affinity group? Knowledge source? Outreach support? Asking the membership what they would like out of the group sessions.
3. **WACAC Strategic Planning:** As part of this discussion, Lauren explained how the Executive Committee came into existence by vote of membership and which positions are included in the committee structure. In addition to Fiscal Policy, this group will oversee Rapid Response and Strategic Planning. Lauren reviewed the strategies and framework that the Ex Comm put in place for the Rapid Response. Lauren then explained the timeline of the Strategic Planning process: beginning with this board retreat, reflection of the board members, fall survey of membership. Lauren will include in her remarks at the membership meeting at Louisville NACAC. Board looks at results at winter meetings. Results shared at conference in May, seeking feedback. Next summer final document created. Lauren shared the proposed questions with the EB and asked for comments in the next few weeks and definitely prior to the pre-NACAC meeting.
4. **David Mills mentioned the language in WACAC Fiscal Policy** regarding job postings, access and fee structures is inaccurate. The Ex Comm typically review language and bring to the EB. In this case, the change in language reflects the current abilities of the website. Lauren advised the board that the Ex Comm will vote to approve the language change and inform the board.
5. **Matt Lane wondered about the more formal inclusion of the IDEA chair or committee member in the Governance and Nominating committee.** Marc's intention is to include such a person. Lauren wants to revisit in depth at the December meeting. Phil mentioned that he and Margaret had a conversation about how WACAC interacts with NACAC members who serve Title 1 schools and their students in the WACAC region

Lauren asked for a motion for a temporary adjournment. Allison Lopour moved, Sam Schreiber seconded the motion. Motion passes unanimously.

Tuesday, July 30

In attendance: same as Monday, except missing Gary Clark (UCLA obligation), Stacy Kadesh (ill), Yvonne Hicks (work). Ed Devine, Past President (2015-16) joins the board meeting today.

Lauren called the meeting to order at 9:02am.

50 Years of WACAC; Summer Institute – Ed Devine, Past President. Following the bylaw change that codified the Past Presidents Council as an official part of WACAC and a Past President is invited to each board meeting. Ed is overseeing the transition of the current College Board Summer Institute to WACAC's oversight in 2020. Ed shared the history of the WACAC organization.

The Summer Admission Institute will continue under College Board's leadership this year. University of San Diego is the host site, with nine faculty members and 81 "students". Ed updated everyone that a debrief meeting is scheduled on the closing day, August 5. The first WACAC meeting will be August 30. Allison reviewed possible changes to the program that could be under consideration and discussion ensued within the board.

New Business—Marcel Hite Delegate. He is proposing that the IDEA chair or someone on the IDEA committee be a sitting member on the Executive Committee. Discussion ensued regarding the makeup on Executive Committee. Since the Ex Comm is brand new, the engagement, purpose and focus is ongoing. Lauren would like to take time to consider this request and will report back to the broader Executive Board.

Review of 2019-2020 Calendar – David Mills, Communication Chair; Lauren Cook, President; Marc McGee, Past President; Phil Moreno, President Elect and Conference Co-Chair. Lauren reviewed why the board is going through the calendar of emails and other information that WACAC Communications committee oversees. David provided the calendar on the screen and with a link in an email. A successful review of the upcoming year's dates and activities was accomplished.

Retreat wrap up—Lauren Cook, President. A few reminders: submit expense reimbursement by August 22, the next EB meeting is at NACAC conference: Wednesday, September 25, 2019, 4:30pm, Louisville, KY. Room location TBD. Membership meeting attendance is an expectation for all board members who are at NACAC: Thursday, September 26, 2019, at 4:45pm., room location TBD.

Lauren asked for a motion to close the retreat. Marie Bury moved and Marcel Hite seconded the motion. The vote is unanimous and the motion passes. The retreat is adjourned at 11:30am.

Next meeting: Wednesday, September 25, 2019, 4:30pm, Louisville, KY