



Executive Board Virtual Meeting Minutes

Friday, May 14, 2021

1pm - 4pm PT

Virtual Meeting

[CLICK HERE](#) for Zoom link

1. Call to order: 1:02pm

2. **Welcome:** Phil Moreno, President, welcomed all participants, how everyone is feeling popcorn-style check-in from all.

Celebration of achievements during the pandemic where many meetings and conferences occurred virtually.

Acknowledgements from Phil Moreno, Lauren Cook, and Greg McCandless about board membership, LDI and mentorship.

3. **Approval of Agenda via Zoom function to approve, abstain and not approve. Motion to approve via a pop-up quiz, 100 percent approval.**

4. **Approval of [minutes](#) from Board Meeting via Zoom function to approve, abstain and not approve. Approved with an edit. Motion to approve via a pop-up quiz, 100 percent approval.**

- Motion to move to 5. New business item A (2021-22 Budget)**
 - Pop up quiz approved by 100 percent to change agenda to accommodate budget discussion.
 - Dewey Wilmot- shared balance sheet, profit and loss with quarter of a million in revenue this year from the conference, matching, membership, SLCs.
 - 158k administrative costs, with a net of 100k, this time last year we were at net negative numbers. Investment gains have been substantial.
 - We are going in strong going into next year's budget.
 - Phil provided guidance "what a position of strength we were able to come out of this pandemic" - We are in a healthy position to limit expenses; To be able to be in a healthy position is key.
 - Under Breanne's leadership, important to keep a watchful eye to see if other cuts have to be made.
 - Goal is to make the bottom line to be equal. Extra income from the summer (Summer Institute most likely will be virtual, (confirming with faculty now), will change the budget because most likely the fee will be virtual.
 - SAI - will change the budget because it most likely will be virtual.
 - Marie shared that revenue should be \$100.00 for each attendant to make it reasonable
 - District directions and LDI will be hosted next year in fiscal year 2021-2022.
 - Because DD, LDI and Summer Institute will be next year, the budget is higher for PD.

- ❑ GRAC was worried that lodging might have to be cut for lodging for the conference, but the budget looks good.
- ❑ Nevada - \$2000.00 roll over from last year.
- ❑ Interassociation - hadn't heard from, but \$1000 works for this year, if there are issues, Allison will connect back with the Board.
- ❑ Part of the conference expenses should be held this July as we need to start our super conference fund.
 - ❑ In July, we need to start a \$10k starter fund for the super conference for Spokane in 2023. This can come out as a future expense. We can call it a "prepaid deposit" in the future.
- ❑ GRAC - will hope to offset budget costs as travel will be in CA and NV. And not many people will be able to go to Nevada.

Approval of Budget via Zoom function to approve, abstain and not approve. Motion to approve via audible vote. Motion approved with no objections.

5. Committee Reports

A. Admission Practices: - Presenting at WACAC, more to come in 2021-2022

B. CBO Ad Hoc: Jenny Uribe presenting - Committee was formed to better understand the needs of CBO counselors. Membership survey was sent out a few months ago to understand what their WACAC experience is like. Understanding if WACAC membership is a cost barrier, how can WACAC better serve them, What contributed to their departure from WACAC. The counselors appreciated the supportive community and PD opportunities, the ability to network with other CBO counselors and wanted more opportunities to do that. Want it delivered in a more structured and organized way and not just at WACAC events. The committee has been discussing ways to meet their needs. Subcommittees are formed-
 1: Curate a list of curriculum to be posted on wacac website. 2. Developing a list-serve for current CBO counselors 3. Create a pipeline to have CBO counselors share at WACAC events. Some people didn't respond to the survey because they didn't feel like they were a CBO counselor and felt they didn't fit into the membership categories. All of the suggestions concluded that cost is a factor for CBO counselors. Requesting of the Board to not charge CBO counselors the \$60.00 registration fee.

A motion was formed and seconded to have the executive board consider changing the WACAC registration for CBO counselors. This is the equivalent for \$4000.

Discussion - Institute a vote 10 days after the WACAC membership conference.

Stacy shared that maybe free membership is not a long term solution. Get people engaged and they have them share what they have learned with their supervisors to keep them engaged. Don't want certain groups to feel like they are covering everyone else. Tacey asked how many CBO's are we talking about? It's a really fine line in who we are qualifying for who works for an organization who will take advantage of this. Julio shared that we would need a strict definition of a CBO to ensure people aren't taking advantage of this. Removing the bar for entry might be good for people to attend SLCs and other professional development opportunities. Phil shared that we just approved a new bylaw that defines a CBO. Allison shared the same sentiments of Julio. There aren't a lot of sessions aimed at CBOs, we don't hear their voice. Yes, there is a hit financially, but the payoff is much bigger. Herbie

wanted to echo Stacy and Tacey. He wants to be equitable and accessible, but believes in "skin in the game." Public schools will pay for what they value. He likes the idea of temporary no cost registration and see how it works out - a three year trial. Public School adhoc - opportunity to be intentional. Lauren shared there are a lot of questions in the chat about the cost for doing this - this is removing the barrier to entry. New members pay for the college fairs and SLCs. This would be removing the hurdle but bringing in CBO's in down the line. When we made the public counselor registration free, it moved the needle. How many CBOs are there, can't be more than 100-125. There is a ceiling for what this means budget wise. Marcel shared that if this is what CBO's need, we need to show up for them. They are telling us what they need. Jessica talked about membership pricing, she wanted to talk about bulk membership pricing. Her office works with more than 300 CBO's alone in southern California. Phil shared that we need to have a larger conversation about

Does the executive board on behalf of the CBO Ad Hoc approve that the membership vote to provide free membership to CBO members?

97% approved, 3% opposed.

Approval of via Zoom function to approve, opposed and abstain a Motion to approve via a pop-up quiz, 97 percent approval, 3% Opposed.

C. College Fairs: *Herbie Walker, College Fair Chair*, Virtual fairs, quite successful, March 3 - 2300, March 14 - 3204. This is a format that we have to stick to long term. This is a way to reach anyone within our territories. Transfer fair numbers were at 136, not bad for a transfer fair. College fair dates have been locked in Reno- 10/24 LV - 10/27. Contracts haven't been signed. College fairs for CA, spring 2022 will be in person. Wanting to make sure that reps have gloves, masks, and sanitizers. This will be finalized in July. D.

D. Conference, Breanne Boyle and Keith Sanpei - Conference is 4 days away! Boxes have started to arrive, but there could be some delays. Budget for 500 attendees, at 966 currently. The virtual conference didn't scare people away. We have to thank the conference committee who had to pivot again. RevPrep has to be thanked for their time and effort. Sponsorship numbers weren't as high as in person, but bringing in \$20k. Membership from the attendees is at \$96k. Were able to give out 100 scholarships. Pushing social media heavily - #wacacvirtual2021 Revenue has far exceeded what was planned!

E. Communications: Not presenting today - Podcast, takeovers, increase social media presence

F. Development:

G. Executive Committee- (Ex Comm)

H. Governance & Nominations: Lauren Cook, Great results for the election - The Bylaws PASSED by an overwhelming margin.

Herbie Walker is President Elect for 2021-2022, our first President from Nevada.

Breanne Boyle will succeed to the role of President and Philip Moreno will become Past President for 2021-2022.

Denise Eliot will assume the role of Treasurer (from Treasurer Elect) and David Wilmot will become Past Treasurer (Ex Officio).

Delegates who will join WACAC - Claudia Carroll, Cuca Acosta, David Mills and Lara Sandora

i. **GRAC - Jessica Greene** Many successes this past year. 5 bills in CA/NV that GRAC is supporting - the WACAC session will go into more depth. 90 members in the committee, robust subcommittee structure. Nevada email campaign for our support positions. 10 Nevadan's will represent on the high school and university level, they helped bring the email campaign to life.

j. IEC Ad Hoc: Stacy Kadesh: Proud of work her team did. Happy with how it all worked out, wonderful to work together to make it all happen. Conference session plans/PD came together. What we tried to emphasize, the collaboration and partnership that we should be sharing and showing. We all want the same end goal. Disappointed that we had IECs, CBOs, and high school counselors together, because of COVID it was canceled. Should be done in the future. Stacy doesn't need a board position to make it happen.

Continued presence on the session committee. Thinking about PD for IECs - what are the things that we want them to know. IECs are a diverse, flexible group, and must think about how they can help and volunteer. Different types of IEC work, important to understand the unique differences. Everyone should stay at Stacy's house.

k. IDEA: not reporting at meeting-submitted report to read.

l. Inter-Association: Catalina and Allison spoke: Continue to keep the relationships together and build the partnerships. Continue to help one another. Hopefully a lot of the public school counselors joined the conference because they have so many questions. Continue supporting both the private and the public. There should be a different and new initiatives coming along in the next year.

m. Membership: 2480 members

n. Nevada Interests: not reporting at meeting-submitted report to read.

o. **Professional Development: Tillie Gottlieb/Marie Bury Loew-** Future planning, WACAC Wednesday is here to stay. SLC's are done! They were virtual - 430 registered, which exceeded expectations. Created an SLC specific logo where people were able to use, recreating that same thing for all PD initiatives. We want similar WACAC branding for all PD to make it consistent. WACAC workshops in the future - spring 2022. Want to look at refining toolkits that are online. What tools do we really need in this landscape? LDI and DD and SLC will hopefully be in person in 2022. How can we do PD with CBOs? How do we provide more opportunities with mentorship within some of the aspects of WACAC (beyond emerging professions with LDI), who are passed the middle management position.

p. Public School Counselor Ad Hoc - Margaret Isied - Work was to support public school

counselors and their students. There has been an increase in public school memberships, we got rid of the membership fee, a lot of work has been done. State of CA - has 2 million students in public schools. - college access work isn't all we should be doing.

q. Transfer Advocacy - not reporting at meeting-submitted report to read.

Old Business

- a. Election Results - See above.
- b. WACAC Policies and Procedures Manual

New Business

- a. 2021-22 Budget - See above.
- b. Ad Hoc Committees 2021
 - i. The Language Access Ad Hoc Committee: The Language Access Ad Hoc Committee will serve the diverse membership of Western, by intentionally creating college counseling related programming, resources and documentation for those who speak a language other than English. In addition, the committee will create a pipeline of human resources through mentorship and networking opportunities. Allowing for WACAC to become a resource for those communities who need access to postsecondary counseling but are limited by English language proficiency.
 - ii. Julio Mata will be the Chair and Assembly Delegate with Committee Members: Nitya Cuevas-Macias, Maureen Ruiz-Sundstrom

Approval of Language Access Ad Hoc Committee: Zoom function to approve, oppose and abstain a Motion to approve via a pop-up quiz, 100 percent approval.

- c. Membership Meeting
 - i. Tuesday at 9:30am will be the meeting.
- d. Exec Board Service Awards

e. Items from the Floor

WACAC Organization Banking Updates:

Treasurer David Wilmot reviewed banking updates, and the following are updated and correct members of the Western Association for College Admission Counseling (WACAC) for banking purposes:

The Key Executive with control over banking authority who needs to be added is:

- Denise Eliot, Treasurer
- Breanne Boyle, President

The following is a complete list of Key Executives with control over banking authority effective July 1, 2021:

- Denise Eliot, Treasurer
- Breanne Boyle, President
- Phillip Moreno, Past President
- David Wilmot, Past Treasurer, Ex Officio

The current Key Executives with control over banking authority who need to be removed are:

- Marc McGee, Past President
- Lauren Cook, Past President

The following people need to be removed as signers from the checking and savings account:

- Marc McGee
- Lauren Cook

The following people need to be added as signers to the checking and savings account:

- Denise Eliot, Treasurer
- Breanne Boyle, President
- Herbie Walker, President-Elect

The following people need to be removed as credit card holders:

- David Wilmot [...6591] (\$6,000 credit transferred to Herbie Walker)
- Lauren Cook [...6609] (\$6,000 credit transferred to Denise Eliot)
- Marc McGee [...8038] (\$10,000 credit transferred as follows: \$6,000 to Breanne Boyle and \$4,000 additional to Deanna Kilgour [...4692])

The following people need to be added as credit card holders:

- Breanne Boyle
- Denise Eliot
- Herbie Walker

The following is a complete list of people holding WACAC credit cards effective July 1, 2021:

Breanne Boyle (\$6,000 credit limit)
 Denise Eliot (\$6,000 credit limit)
 Herbie Walker (\$6,000 credit limit)
 Philip Moreno (\$6,000 credit limit)
 Deanna Kilgour (\$14,000 credit limit)

WACAC will be removing David Wilmot as the current Company Contact in regards to any credit product at Wells Fargo. Denise Eliot will be added as a Business Account Administrator and Company Contact in regards to any credit product at Wells Fargo. The Wells Fargo Business Card Rewards Account should be transferred to Deanna Kilgour or Denise Eliot.

Adjournment:

Phil Moreno, President, adjourned the meeting, Allison Lopour moved to adjourn the meeting. Gary Clark seconded motion. Meeting adjourned 4:02 PST.

Next Meeting: Membership Meeting: WACAC Conference: Thursday, May 20, 2021 - 2:30pm to 3:30pm

Western Association for College Admission Counseling

Signed:

Phil Moreno, President: _____ Date: _____

David Wilmot, Treasurer: _____ Date: _____

Denise Eliot, Treasurer-Elect: _____ Date: _____