



**Executive Board  
Virtual Meeting Minutes**  
Friday, December 4, 2020  
10AM-2:00PM PT  
[CLICK HERE](#) for Zoom link

1. **Welcome:** Phil Moreno, President, welcomed all participants, one word check-in from all.
2. **Call to order: 10:04am**
3. **Approval of Agenda via Zoom function to approve, abstain and not approve. Approved.**
4. **Approval of [Minutes](#) from Board Meeting  
September, 23 2020, via Zoom function to approve, abstain and not approve. Approved.**
5. **Committee Reports**
  - A. **Matthew Lane (Admission Practice chair)** discussing rebranding from monitoring to education and advocacy about the admission practice committee, AP committee shifting from advocacy and not being the middle person.
  - B. **CBO Ad Hoc- Jennifer Uribe**-Thanking for referrals for CBO counselors for the committee. Put together a needs assessment launching in early January and encourage the completion of the needs assessment. Asking questions about their WACAC experience, if cost is a barrier and why they continue or departed.
  - C. **College Fairs - Herbie Walker, College Fair Chair**, talked about fairs in October that went virtual. Says it was profitable, 30k in profit from 4 virtual fairs. Went well but not a success. Las Vegas was the lowest turnout, less than 400 registrants. Vegas and Reno suffered- because there were competing fairs going on at the same time. Clark County didn't promote as much because they felt students are being overloaded with Zoom events. Not a success because not a good grasp on how colleges felt about it. Was Strivescan a good platform for this? Next was potential sites, including rural areas, who would be interested in hosting a future fair that hadn't seen a fair before. Strivescan was good for the cost and easy to deploy but Go to College and Nova were others. Some college reps were in a room for 4-5 hours without a visitor and felt it was unproductive. Another platform would help engagement but others were more expensive. Opened to discussion.
  - D. Conference, Breanne Boyle: Discussing that we will try to move our Sacramento hotel and convention reservation from 2021 to 2024 so we are good stewards of our money and not lose the reservation dollars. ACAC is virtual and other affiliates are still considering the move to virtual due to the COVID situation's unpredictability. Poll sent out to membership gave robust results; very small percent wanted in-person.
  - E. Communications: Not presenting today but the President shared the WACAC communications calendar with key dates.

- F. Development: Giving Tuesday! Eli and Sam are happy with the results, to start, cvent and Facebook.
- G. Executive Committee- (Ex Comm) Poll via Zoom if name is confusing, results say it is confusing. Budget revisions will cover most content. We were in a contract for 5 years with Cvent and that is coming to a close. Considering the onboarding of a new platform. Discussing pro/cons of platforms.
- H. Governance & Nominations: Lauren Cook, working on bylaw revamping. NACAC recommendations on the bylaws are being reviewed. First meeting in a week. Hope to have working in February. March/April will bring to vote. Looking for 4 delegates from the college side for next year.
- I. GRAC - Jessica Greene shared Nevada conference is 12/5/2020. 9:30a-11:30a. Encourage to join to learn how Nevada legislature works. Meeting with assembly speaker (NV) and others.
- j. IEC Ad Hoc - Catalina Cifuentes- A Nevada school counselor association conference asking for WACAC to sponsor. Dewey Willmot sharing the proposal from NvSCA, we normally do 1k-2k. It is a virtual conference. Comes out of the executive board budget line. We can afford it, Phil suggests same level sponsorship as in the past. Historically it has been 2k, 2k is approved by members in the chat.
- k. IDEA - not reporting at this time.
- l. Inter-Association: Catalina Cifuentes mentioned focus on financial aid while college application focus at this time.
- m. Membership - Suggestion of attending virtual conferences to increase and advertise membership.
- n. Nevada Interests : Cifuentes suggested WACAC serve CA/NV to train the trainer for the Cash for College event. Phil suggests a formal proposal to the board regarding this. Hoping to do it before NV and CA FAFSA deadline.
- o. Professional Development: Tillie Gottlieb keeping planning for SLCs smaller intentionally, planting a seed to generate interest with social media, WACAC blasts.
- p. Public School Counselor Ad Hoc - Marie updates that there's a link for scholarships for attending an SLC for school counselors [here](#). WACAC Wednesdays has slowed down because of winter Counselor counselor events but will revamp back in January 2021.

**Break for lunch at 11:58am to resume at 12:45pm PST**

**Resuming meeting 12:46pm PST with Tacey Rodgers giving her one word to intro.**

- q. Transfer Advocacy - Esperanza Bernal- giving update on surveys sent to WACAC members and non-members.

6. Phil sent out a survey via Zoom poll to see how many people are working from home/in person/hybrid, 69 percent are WFH.

7. Phil to Discuss Pride Points from Fall 2020 - WACAC wins and Looking ahead to Spring 2021.

### Old Business

1. **Budget** Dewey sharing balance sheet and account totals, over 228k in liquid. A year ago it was half a million. Losses due to event cancellation. Investment account is very healthy right now. Membership we dialed down expenses. We are over 77k in membership revenue.

### New Business

1. **Bylaws revision-** Lauren reviewed areas that need revision or that need to stay. The thinking is the less it says the better, for example, right now it says all committee chairs and their description. All that detail can be moved to a policy handbook. Wording for in person / virtual meetings. Idea of meeting needs to be broadened.

2. **Handbook** Deanna (and Phil) creating a potential handbook, eventually morphing into responsibilities, roles, chair descriptions. In Jan 2021 there will be an opportunity to weigh in on this.

3. **Items from the Floor** Jessica Greene offering the topic of how to discuss WACAC benefits to those thinking of renewing or non members compared to other associations. Effectively articulating the value of membership.

4. **Concluding message from the President about finalizing February 2021 meeting date**

**Adjournment:** Phil Moreno, President, adjourned the meeting, Allison moved to adjourn the meeting. Julio seconded motion. Meeting adjourned 1:50pm PST.

**Next Meeting: Friday, February 2021 - TBD**