



## Executive Board Virtual Meeting Minutes

Wednesday, September 23rd, 2020

2 PM - 4:30 PM PT

[CLICK HERE](#) for Zoom link

1. **Welcome:** Phil Moreno, President, welcomed all participants, acknowledgement of changing seasons, pandemic and magnification of inequities in the world. Reminder for self-care. Thankful for all being here and ongoing work. Purpose of the meeting is an update meeting and to hear from various committees. Thankful for all the quickly sent committee reports. Phil
2. **Call to order: 2:04pm**
3. **Approval of Minutes from Virtual Retreat Minutes Friday, July 31, 2020**
4. **A. Matthew Lane (Admission Practice chair) discussing admission practice/DOJ and-update for NACAC code of ethics. He is looking for committee members.**
5. **Approval of Agenda**
6. B. CBO Ad Hoc- Securing members and having meetings to identify needs assessment. May pop in later on in the meeting to add.
7. C. College Fairs - *Herbie Walker, College Fair Chair*, talked about progress made regarding 200 colleges registering for college fairs in October. Process has been fun. Financially, gained approx 30k. Considering another Go to College Platform for the college fair so that students can have access and some college sites can have access to this all year. This can be used for rural areas that WACAC wasn't able to reach previously.  
Membership [Slide deck](#), *slide 16* is a college fair report for membership, 1pm tomorrow. Herbie to appear as a panelist, can Herbie take a look at slide 16 and make sure it looks OK?
8. D. Conference: Changed date to May 18th, budget suggests hybrid event. Big reveal in membership meeting.
9. E. Communications: David Mills discussed charging people for members for posting jobs for members to access. Job board can be an income based model. This year we will not charge but in the near future will be seeing where this goes and pilot. Possibly later on charge for posting jobs and accessing jobs.  
Blogs: Potentially source committee folks to create blogs and communications team working on podcast (Steve & Sebastian). Exciting stuff to come.
10. F. Development: Sam Schreiber and Eli Shavalian-asking members to post mask pics to social media. Working on amping up Giving Tuesday. Keep an eye out for people to post at specific times. Phil Moreno asked Eli or Sam to come to the [membership call slide 17](#) and talk about Giving Tuesday. Eli will be a panelist.
11. G. Executive Committee- designed to be a smaller offset from this group. Meeting happened yesterday 9/22/2020. Budget and what will be shared today was discussed.

Rapid Response was discussed as well. We have the Rapid Response Protocol, when Lauren or Phil is informed about an event like a natural disaster or Varsity Blues type situation that warrants a WACAC response, we are activated. Various point folks are identified. This is the protocol as a leadership team. Currently we are monitoring the wildfires in Northern California.

12. H. Governance & Nominations: Lauren Cook, to catch up everyone on making sure we are casting a wide net as possible to fill board positions. For example people in the board now, are they interested in the presidency in the future or next time. Plus POC and/or people from the HS side. Lauren Cook and Mark McGee, Candace, Aroun, Jamilet and some others are part of the group selecting.
13. I. GRAC - Jessica Greene shared an organizational chart. Now when people say they want to be involved with GRAC, it's an easy way to see how. TBD on a Governmental relations person for NV. [Slide 23](#) is focused on GRAC. Feb 22-24th 2020 is a tentative GRAC conference.
- 14.j. IEC Ad Hoc - Stacy cannot join us, no updates since the retreat.
- 15.k. IDEA - Nikki and Jamilet not with us, but thinking of WACAC Wednesdays and infusing policy statements + meeting with Phil about infusing inclusion, equity and access.
16. I. Inter-Association: Catalina Cifuentes mentioned about financial aid repackaging, students now living at home but losing money (class of 2020 students) how can we educate school counselors about this, something to keep in mind for next time.
- 17.m. Membership - 200 people short compared to last year. Not alarmed by the numbers because it may be an issue with 4 year private numbers. 2100 people right now is great. Public HS counselor membership inflated the numbers. Jessica Greene asked would we consider institutional memberships like NACAC?
- 18.n. Nevada Interests : Ivonne could not attend, no new issues here. Lobbying is being done and sends her greetings.
- 19.o. Professional Development: Tillie Gottlieb and Marie Bury Loew to make sure that steering committee has NV representation. WACAC Wednesday is brimming with ideas. GRAC partnership, school counselor series. How admission offices have revised their application review process for % 2021 is another topic. Virtual SLC for Spring 2021. Considering a lot of restructuring since not location based.
- 20.p. Public School Counselor Ad Hoc - no new updates, Public School Series continues to be well received.
- 21.q. Transfer Advocacy - did a survey to members to provide a guide.

**1. Budget** Good shape with over \$800K in assets. Membership Revenues about \$70K which is about 70% of the goal of \$100K. P&L quiet. College Fairs in fall doing well, more than in past years. Net positive P&L. Down in expenses this year given COVID. Hopefully we will be net positive rather than neutral which is what the budget was built on. We likely will revise the budget in the December 2020 Board Meeting to minimize losses, and we will keep membership abreast of changes. Change in Bylaws allows us to approve and revise the budget.

**2. Cvent Training Update** Myra Castro met with chairs reviewing Cvent Flex. Myra asks the people who have not met her to reach out to schedule a meeting with her. Myra distributed google form for new Event form. Pay special attention to event launch dates and when information is needed. More than one site requires more than one event plan.

**3. Communications Calendar** Calendar includes all of the events upcoming and all the communication on committee. See the calendar in an easy way. Need to add dates to the calendar. Please add as appropriate to the calendar. Will be a comprehensive view of all communications. Social media T/W/Th will be announcements. Mondays will be 3rd party announcements. Friday will be “fun” social media. Subject to change. Hope is to not be reactive - be ahead of schedule.

## New Business

**1. NACAC Assembly Update** Lauren said everyone should have received email about Ffiona Rees from UCLA as the new NACAC President Elect.

**2. Volunteer Sign-Up Plan** Amy Krueger indicated that we will be doing a volunteer drive to get new volunteers. Volunteer sign up plan. Members want a direct path to volunteering and leadership. By end of year, policies and practices for new volunteers.

**3. Items from the Floor** None.

## 10. Concluding message from the President

**Adjournment:** Phil Moreno, President, adjourned the meeting at Eli moved to adjourn the meeting. Julio seconded motion. Meeting adjourned.

**Next Meeting:** [Friday, December 4th, 2020 - 10 am to 2 pm](#)