



## **Executive Board Meeting – 9/9/06**

### **Roosevelt Hotel, Los Angeles, CA**

In attendance: Elsa Clark, Kavin Buck, Patty Avila-Porter, Mark Rasic, Jenny Woo, Sonja Montiel, Brian Myli, Jessica Pashkow, Marc Meredith, Andy Castillo, Marlana Norman, Gina Aguirre, Terri Hart-Devine, Walter Pineda, Min-Ha Hoang, Mike Hughes, Marilyn Gove, Rose Greeff

- Meeting called to order 8:45 A.M. by Elsa
- Motion to approve Consent Agenda Patty Avila-Porter
- Consent Agenda approved (agenda allows us to focus on current and future business)
  
- Committee Chairs need to submit reports for approval under consent agenda. Committee Report agenda item preview is located under *forms* on our website. Save the form and e-mail completed form to Deanna
  
- *Official Agenda Items*
  1. Scholarships for members to attend the Guiding the Way to Inclusion (GWI) Conference. Marlana is asking the board for an additional \$1500 for the DEA budget to provide 1 or 2 annual conference scholarships. Her goal is to cover travel, lodging and food expenses as well as conference registration. In 2006 there were 15 WACAC members who attended this conference. Sonja suggested that scholarship recipients report on their conference experience by writing an article.
  
- The GWI Conference attracts about 80-90 attendees each year. It is held in a different location from year to year. Registration costs \$450 (this includes breakfast) and is 3 nights and 4 days in length. Participants are responsible for one dinner and all lunches.
  
- General sessions focus on myriad issues ranging from GLBT issues to Trends and diverse issues facing college going students nationally. NACAC has been trying to diversify attendees and has designed the conference so that anyone can attend. It is primarily a conference for admission counselors.

- Last year Marlana chose four scholarship recipients. These four are the only four who responded to the information on the website and in the newsletter.
  - Motion made by **Marlena** that we increase the DEA budget by \$4,000.00 for the use of annual scholarship to GWI
  - Jessica Pashkow seconded the motion.
  - Discussion of guidelines followed:
    - Must complete and submit a nomination form
    - Must be a first time attendee
    - Must be a WACAC member
    - Cannot have received scholarship money within the last year
    - Must be interest based
    - Scholarship may follow board outlines for financial coverage at conferences
    - Priority given to those who demonstrate need
  - Kavin Buck presented a friendly amendment to bring cost from \$4,000.00 to \$3,000.00
  - Marlana Norman replied “no-thank you” and amended to \$3,500.00.
  - Sonja Montiel seconded. Elsa Clark called the question and the Motion was passed unopposed.
2. Kavin Buck presented update of WACAC logo (originally presented 8/8)
- The new logo includes CA and Nevada in the branding
  - The word Western will be clear in new brand. WACAC is also Wisconsin
  - Will keep current color palette to keep association recognition
  - If website changes colors scheme can be reevaluated
  - Phase-in will take one month to refine
  - WACAC will create a style guide that will be on the website with how to's and tips for appropriate usage
  - Will roll out new logo at 2006 NACAC conference
  - Full implementation by 2007 WACAC Spring conference
  - 2 color as well as black and white capacity
  - Large scale format with 16 bit capability
  - Minor fiscal impact
    - Printing of new material will be only significant cost. First we will phase out current logo and design.
  - Significant feedback from constituency
- Kavin Buck made motion for board to approve moving forward with logo redesign based on three comps presented
  - Brian Myli seconded

- Including Nevada is a big part of the logo redesign. But it is also about unity and identity
- Walter Pineda mentioned that people “google” Nevada ACAC which demonstrates confusion among our constituents.
- The logo redesign is a gift from Kavin
- Jenny Woo concerned that we may not be able to reevaluate and update logo in a timely fashion. This is something that will be discussed among the members of the strategic planning committee.
- Elsa appreciates Jenny Woos insights and Jenny says Elsa’s praise beats “Bagger of the Year”.
- Patty Avila-Porter calls the question
- Motion carried unopposed

### 3. Newsletter

- Next release prior to National Conference
- Sonja Montiel offered to take on responsibility of getting the newsletter out
- Call for submissions September 8
  - Needs two weeks to organize, edit and send to publisher
- Mark Rasic offered his assistance
- Sonja will coordinate with Deanna to e-blast membership for submissions
- Mark Rasic moves to close meeting
- Rose Greeff Seconded
- Meeting adjourned 9:55 A.M.
- Respectfully submitted by Jessica Pashkow
- August 24, 2006