

WACAC Executive Board Retreat
Occidental College
7/8 and 7/9/04

Participants: Patty Avila-Porter, Kavin Buck, Andy Castillo, Linda Conti, Sybil Furman, Terri Hart-Devine, Peggy Hock, Esther Hugo, Mike Hughes, Helena Johnson, Arnie Kaminsky, Alice Kleeman, Esther Lopez, Marc Meredith, Sonja Montiel, Sonali Perera, Robynne Royster, Jan Russell, Barbara Schulz, Art Stenmo
Not present: Cyndy McDonald

Assembly Delegate Training Meeting began at 1:00
Executive Board Meeting began at 2:00

1. **ASSEMBLY DELEGATE TRAINING** (Esther Hugo)
An e-blast will be sent to the general membership to advise members about issues that will come up at the national conference, and to solicit member input so that we can represent them well.
2. **WELCOME, INTRODUCTIONS, GETTING TO KNOW ONE ANOTHER** (Linda Conti)
 - We introduced ourselves to one another, interviewed our “stick buddies,” and then introduced our “stick buddies” to the group.
3. **REVIEW OF EXPECTATIONS, DATES, BINDER CONTENTS, AND ROLES WE PLAY** (Linda Conti)
 - Notebooks were distributed to new members, and inserts were provided for returning members.
 - We reviewed the agenda for the retreat.
 - We reviewed the contents of the binders, including our mission statement.
 - Distribution of Statement of Principles of Good Practice: All members were encouraged to answer the Admission Practices Committee survey that will provide input about changes to the SPGP. Surveys should be completed as soon as possible. Sonali gave a brief history of reasons for proposed changes to the SPGP. Current “loopholes” and gray areas allow a variety of interpretations; changes to the SPGP should clarify these areas. Another goal of the revision process is to determine the extent to which the principles are guiding principles as opposed to obligatory rules.
 - Fiscal Policy (Arnie Kaminsky): Arnie will take over checkbook and computer records from John Garten-Shuman in approximately six weeks. Arnie requested that EB members use the Reimbursement Form, found on the WACAC web site to submit typed requests for reimbursement. Current mileage reimbursement is 36.5 cents, but EB members can list miles and the amount will be computed. Arnie reiterated that EB members will be reimbursed for half the cost of each hotel room; those requesting single rooms will pay half of the room charge. Committee chairs should submit budgets for review. Arnie requested that EB members book all travel reservations at least 21 days in advance in order to get the lowest rate; original receipts taped onto plain paper (if not 8 1/2” x 11”) and itemized must be submitted for reimbursement.
 - We discussed future meeting dates. We decided that an extra September meeting in addition to our meeting in Milwaukee was not necessary (last year’s September meeting was in order to prepare for national conference in Long Beach). Legislative conference in Sacramento will take place in early February with a board meeting before the training session. [INSERT MEETING SCHEDULE HERE.]
 - Linda reviewed procedure for submitting committee reports and for each EB member/committee chair’s responsibilities toward the organization. Assembly delegates

who are not associated with a committee are strongly encouraged to either join or take a leadership role on a committee.

- Arnie stressed that requests for reimbursement should be submitted promptly.
4. **STATEMENTS AND GOALS FROM 2003; HAVE THEY BEEN MET, DO THEY NEED CONTINUED REVIEW?** (Linda Conti)
- Linda distributed notes from last year's retreat for our review. We took a look at the goals we set last year.
 - We briefly discussed dates/deadlines/meetings for committees to submit budget proposals. The Fiscal Policy committee will schedule a meeting in order to review budget proposals.
 - Keddie expressed her appreciation for the manner in which WACAC encourages its members' professional development.

1. **INTRODUCTION OF DAY'S AGENDA (Linda Conti)**

2. **FISCAL POLICY COMMITTEE UPDATE (Arnie Kaminsky)**

- Government Relations Committee budget has been approved.
- Admission Practices, Conference, Future Planning/Conference Site committee budgets have been approved.
- DEA budget was fully funded.
- Inter-association, Nevada ad hoc, Governance & Nomination budgets were all approved.
- Two additional budgets have been submitted but have not yet been reviewed.
- Because of the importance at this time of influencing legislators, to encourage members of WACAC to attend the national legislative conference in spring, **Arnie moved that WACAC allocate \$5,000 to cover partial expenses for 10 WACAC members (in addition to the three who automatically attend) to attend the national conference. The motion was amended to include that the Government Relations Committee would set up a process for people to apply to attend. Amended motion was seconded and approved. The original motion was also approved.** The fees would cover the registration fee, airfare, and possibly part of the participants' hotel expenses. This is not in the GR budget so that decisions can be made on an annual basis (funding for this will not become institutionalized). Esther H. mentioned that it's important to include members from Nevada. Peggy emphasized that those who would attend should attend the Sacramento legislative conference as well, so they will receive our training. (Training is thoroughly covered at the national conference.) Robynne recommended that the people chosen to attend the national legislative conference be selected from among those who participate in the WACAC legislative conference.

2. **UPDATE ON NEVADA OUTREACH COMMITTEE (Linda Conti)**

- Nevada should be an equal partner, but it's a smaller state with fewer members. Some Nevada members have felt less included. This will necessitate a change in the culture of both the EB and the membership. There has been some discussion of Nevada having a separate ACAC. Esther H. had the idea of starting a task force to examine this (Barbara Schulz, Patti Porter, Sybil Furman, Sonja Montiel constitute this task force). Barbara reported that the task force has initiated brainstorming; the group is still in the information-gathering stage. A survey is being conducted to determine how many Nevada NACAC members are WACAC members. The task force will meet in August. How can WACAC fulfill the needs of Nevada members? Participants at professional development events in Nevada will be polled about their interests and needs. Patti Porter reported on her discussions with Nevada institutions about the possibility of hosting

WACAC's spring conference. Nevada institutions at this point aren't clear about the "payoff" to them of hosting the event if they feel that most participants are Californians and that most conference sessions focus on California issues. Sonja pointed out that the web site, the newsletter, etc., do not directly address Nevada's concerns. To have a conference in Nevada right now would be hollow; it might be more appropriate to plan for a conference in 2006 with a targeted membership drive leading up to it. Sonali pointed out that the perception of WACAC is not just a Nevada issue; such a survey should be sent to all members, not just Nevadans. Sonja pointed out that there should be two different surveys, since Nevadans' issues may differ from those of Californians. Patti pointed out that conference presenters need to be reminded to address issues related to Nevadans as well. Peggy pointed out that one of our EB meetings should take place in Nevada; possibly the board meeting could be linked to a professional development day that takes place annually in Nevada. The group approves of this concept and we'll make an effort to combine these two meetings. The task force will meet again soon by conference call.

3. UPDATE ON INTER-ASSOCIATION AD HOC COMMITTEE (Esther Hugo)

- The purpose is to identify organizations with missions similar to ours to learn how we can support one another and to collaborate on common interests. Such groups include College Board, financial aid organizations, AICCU, etc. Esther met with representatives from a number of these groups. It was pointed out that Esther should include ACT as well (particularly because the ACT is bigger than SAT in Nevada). The various counseling associations will be included as well. At the initial meeting, other organizations wanted more information about our professional development opportunities. Information about our professional development opportunities and WACAC membership forms will be included in the CSAC binders that are distributed at the fall workshops in both California and Nevada. We will include their information in our newsletter and on the events calendar on the web site (including link to College Goal Sunday workshop info). Barbara suggested that we might encourage the Colleges That Change Lives tour to mention WACAC. The groups would also like to be included in our advocacy efforts (legislative conference). Esther has been added to the steering committee of CSAC.
- Every EB member will have a packet of membership applications to encourage new members.

4. LEGISLATIVE CONFERENCE PLANNING (Esther Lopez)

- One of the sessions at WACAC dealt with the Legislative Conference; about 20 people showed up for a debriefing of this year's experience and planning for the upcoming year. Esther L. felt there was a great deal of enthusiasm for the legislative effort. This year's conference should take place at about the same time of year, and training should be increased. Members are doing "homework" in preparation. It would be best to be consistent and maintain the same three legislative priorities as last year (maintain support for public higher education, maintain Cal Grant funding, establish reasonable counselor-to-student ratios). These priorities are still important and will remain so; consistency in our priorities will be helpful, because it takes more than one year to make headway with legislators. The talking points on these three issues will be further developed.
- A newsletter article will publicize the advocacy effort. A save-the-date card will be sent.
- We will award a Legislator of the Year. One suggestion was Senator Richard Alarcon (from southern California).
- Goal: To double the attendance at the Legislative Conference.
- Goal: To increase outreach to deans and directors at colleges for this effort, and to encourage them to get young staffers involved.

- This year's Legislative Conference will *not* overlap with the College Board Western Regional meetings.
- Esther H. reported that the AICCU commended WACAC on the Legislative Conference, and credited WACAC with "saving" the Cal Grant. WACAC's efforts to restore the Cal Grant were mentioned by legislators in AICCU meetings. AICCU offered assistance in the form of use of their Sacramento offices for a staging area, food, etc.
- We once again commended Arnie for his efforts in the legislative conference.
- Jan asked if changes have been made to the Education Code to reflect the need for counseling in the public schools. This bill has passed the Senate and is in the Assembly now (SB 1536). This bill defines the role of the counselor, and college counseling is part of that role. WACAC has supported that bill since the beginning; there is no associated financial cost to the state. The EB requested that the GR committee publish an alert related to this bill.

5. SPRING CONFERENCE PLANNING (Art Stenmo)

- The conference will take place June 1, 2, and 3. Art tried to ask for a late May date, but this did not seem possible. Many people made the point that June is very difficult for high school people.
- We're looking at Soka University as a likely site; Soka is very enthusiastic about hosting WACAC and can possibly even accommodate us for less than the budgeted amount. Soka is a new liberal arts college (in the process of obtaining WASC accreditation). The college was founded by Buddhists, and continues a tradition of peace and harmony.
- A goal is to hold the conference in Nevada (possibly at UNLV) within the next two years.
- Robynne suggested that we update the request for bids to clarify the need for institutions to make in-kind contributions to the conference, rather than leaving this open as a sort of gentlemen's agreement. Institutions should know about this up front, especially when we're dealing with public institutions.

6. WEB SITE (Peggy Hock)

- Peggy made the point that this area relates to public relations.
- We have a rough draft of the content for the updated web site from Lime Twig. This should be reviewed by all committee chairs and others.
- Philosophical questions: how frequently do we update the web site? Who does it?
- Content issues: It is not efficient for the entire EB to look at content. Peggy is soliciting correct names of committees and goals for next year. Clarification is also necessary about grants. (DEA offers funding for up to three project grants. The President's Grant—a WACAC-funded NACAC grant—is a separate issue.) Robynne would prefer that her grants remain under DEA heading. Esther H. pointed out that it's important that the web site reflect what a member would need to see, not our EB institutional structure.
- We could change the wording to Grants/Scholarships, which will lead to links to all such opportunities.
- Peggy is going to solicit from all EB members the links we would like to see on the web site. Links should serve our members, not necessarily parents and students.
- Sonja brought up the concept of a members-only section. Peggy recalled our previous conversation about this issue and our decision not to have a members-only section.
- We will have links to the membership application and other forms.
- We discussed whether there should be a list of WACAC institutions, but all members are individuals, not institutions. We could post a list of members of WACAC from varied institutions (colleges, high schools, and organizations alike). We discussed having a link to each organization (as a benefit of WACAC membership). Member Organizations will become a button leading to list and links. "Web site address" would need to be requested on the membership application. This update is an enhancement that can be made later.
- A welcome letter for the front page has been written; EB members will review it.
- Administrative assistant will maintain calendars of events and employment section.

- Arnie asked if we planned to have a section on the web site for parents and students; at this point, we are not going to add such an area.
- We are purchasing Dreamweaver. Peggy will update “newsy stuff” once a month. EB members will need to provide information. Peggy will provide deadline/timelines so that she can update about the first of the month.
- Web site will be completed by the time of NACAC/Milwaukee; we can show off the redesigned site at NACAC.
- Survey has indicated that members find web site acceptable, but they don’t visit it often, because it doesn’t change.
- E-blasts at this point are costing about \$2,000 per year. Currently, sending an e-blast requires consent of both presidents. If there is a time-sensitive issue, this can be a problem. Arnie suggested that chairpeople should have authority to send e-blasts without permission from presidents. E-blasts should be newsworthy to the entire membership, and we should not “wear out our welcome” by sending too many. Sonja suggested that we have someone manage e-blasts; others responded that this is currently a responsibility of the president. Art suggested that we may want to rethink how we use e-blasts; could each one be a brief synopsis that leads to a link to the web site? This could encourage use of web site. A discussion ensued about the process for updating web site, using e-blasts, etc.
- **Robynne moved that the presidents (past-president, president, and president-elect) decide on the policy (administrative process) for e-blasts (since it is the presidents who need to approve them). The motion was seconded and approved.**
- Reg Online: Are we satisfied with the services that we’re receiving? No cost breakout is available because costs are buried within costs of membership, etc. Linda C. thinks cost was approximately \$5 per person plus approx. \$2.75 for each person who uses a credit card. Cost for Legislative Conference was approx. \$7 per person. Arnie found Reg Online’s services very useful in planning Legislative Conference; Linda and Jan confirmed that this was also useful for the spring conference and college fairs. Robynne suggested that we give Reg Online at least another year before we evaluate it, because we have not yet tapped its full potential. The new administrative assistant who will be hired should have input in this discussion, because s/he is the interface with Reg Online. Jan would like more information about how information is handled at Reg Online, because there were some confusing changes that were made to the fair data, seemingly w/out her input.

7. NEWSLETTER (Helena Johnson)

- Helena asked us to consider the difference between newsletter articles and web-site articles. Newsletter articles are more fully written articles. Peggy is using technology to implement public relations; Helena is more responsible for content. EB members need to be diligent about providing information for both the newsletter and the web site in a timely manner. Articles in the newsletter can detail more information about the outcomes of events that were mentioned on the web site.
- Helena reported that the newsletter appears to be expanding in length. Expansion can take place in four-page increments. In general, the newsletter is about 12 pages. Increases (such as a Nevada page) will increase its size (and cost). Newsletters will be published in October, January, April, and July.
- Robynne asked if we might re-do the border template for the newsletter in order to conform to the web-site design.
- We currently pay for paste-up, printing, and distribution. A 12-page newsletter costs around \$1,200. We have used Palomar (printing) and Aculist (mailing) for quite a while. We can always consider using the services of other companies.
- Currently, the newsletter “committee” consists of Helena. We brainstormed about how to get a little more support; assembly delegates are encouraged to pitch in. Patti volunteered to be a Nevada liaison to the newsletter.

- Sonali cautioned that “ad”-like material (from our inter-association groups) should always be accompanied by material with educational articles so the newsletter doesn’t seem as if it’s filled with ads.
- Arnie asked if we want to consider paid advertisements. Marc suggested that the number of committees from which we have revenue expectations should be minimal. There did not seem to be support for the idea of accepting advertising.
- The EB reiterated its interest in keeping the paper format for the newsletter.
- The EB commended Helena for her excellent work on the newsletter, and Peggy for her excellent work on the web site.

LUNCH BREAK

8. NEW CHALLENGES OF THE CULTURAL DIVERSITY COALITION (Robynne Royster)

- Robynne shared some background about the history of the CDC/ICL program; a rift has existed with people who feel CDC/ICL are not representative. There are people who feel that the EB does not address needs of professionals of color (this is not related to issues regarding students of color). She described an incident that took place following the most recent ICL that has led her to decide not to continue, following her current tenure, as CDC chairperson. Robynne requested that the EB give serious consideration to the perceptions of those who have these feelings. These concerns have come up intensely in the past two years, and in general over the past five years.
- Arnie and Barbara offered some historical perspective on CDC. CDC was a spinoff of Human Relations, ICL then of CDC. At one point, a consultant recommended that the Board be smaller; this could have been a point where misunderstandings/divisions began. The disgruntled group feels that WACAC does not serve African-American members. This group believes that the committee chair for CDC should not be part of the Executive Board (though this is currently specified in the Bylaws). They also have the perception that CDC and Counselors of Color workshops are slighted when it comes to funding.
- Robynne suggested that the presidents meet with Michael Lewis, Charles Moore, and Jalani Bakari (the three people who confronted Robynne about these issues).
- Helena suggested that in the past, people have heard either one side or the other of this issue; it’s important for the EB (and others) to hear both perspectives.
- Marc contributed that he knows Charles Moore and sees him as someone who is always open to listening to different viewpoints.
- Jan reiterated the importance of clearing the air and discussing these issues in the open, rather than behind people’s backs.
- Barbara pointed out that the Bylaw change creating DEA means that the timing is perfect for a discussion of these issues.
- Robynne reminded us that the issues are bigger than just criticism of ICL.
- Sonali pointed out that a concern brought up in the past by Leshawn was not appropriately addressed by the Board, but instead was addressed by individuals.
- Linda expressed the Board’s feeling that Robynne has borne the brunt of this criticism; it is time for the EB to address these concerns and deflect them from one individual.
- Arnie brought up the question of whether other under-represented groups have some of the same concerns to which we should pay attention.
- Peggy brought up the possibility of online discussion groups. If such groups were to be formed, someone must moderate them, lay the ground rules, and deal with issues that may come up. The Technology Committee will consider such possibilities.
- We discussed the change from CDC to DEA. Does Robynne automatically become the committee chair for DEA? Linda asked if Robynne was willing to serve out the rest of the term as DEA chair, and Robynne accepted.
- Barbara suggested that the role of DEA chair/committee should be defined over the next year so that when Robynne leaves the post, it is more clearly defined following the

changes in the Bylaws. Now that the two committees are incorporated one into the other, how is the new committee defined?

- Esther asked for clarification on WACAC's past funding of programs such as Brothers & Sisters. This funding (\$3,600 at first, then \$1,000) was through a line item called Outreach. Other items that were funded (such as Camp College) ceased to be funded. Robynne will no longer sit on the committee to review these grants; she has a staff member who will take over some of the grant-review responsibilities. Information about these grants will be publicized in the newsletter.
- 9. CREATING A NEW YEAR-ROUND WACAC CALENDAR (Linda Conti)**
- All information about dates should be submitted to the Administrative Assistant in a timely manner.
 - Peggy pointed out that other dates will be on this calendar (UC and CSU conferences, CSAC and College Board conferences, etc.).
 - Linda asked whether we might have one calendar on which events are color coded (one color for WACAC events and one color for non-WACAC events).
 - A discussion ensued about what type of events should appear on the calendar, and in what format. The master calendar should serve our members and make them aware of WACAC activities. Linda determined that Peggy's committee can decide how this should be formatted.
 - EB members who have events to post on the calendar should send them to the Administrative Assistant by the beginning of August (even better, end of July).
- 10. RECRUITMENT, MENTORING, AND ROLE OF WACAC VOLUNTEERS (Linda Conti)**
- Committee chairs and assembly delegates should reach out into WACAC community to solicit volunteers. Most committees (with the exception of Admission Practices) have a shortage of volunteers. Committee chairs should spend some time defining the needs of their committees so that they are prepared when volunteers appear.
 - Mike asked if all volunteers are committee members. Each committee chair needs to define its needs and its terminology. On some committees those who volunteer are not necessarily members of a committee.
 - Sonali pointed out the importance of mentoring volunteers/committee members so that there can be development and continuity.
 - Arnie pointed out that committees become more focused and productive if committee chairs assign members/volunteers specific tasks.
 - Committees should meet at least twice a year. Committees should not be so large as to be unwieldy. Meetings can also take place via e-mail/conference call. Committees can also meet at WACAC and NACAC (this avoids using funds for committee meetings).
 - End-of-year scholarships and awards can be culled from among people who have been active on committees.
 - Sonali pointed out that NACAC expects each committee at the S&R level to operate in a professional manner and to reflect the goals and objectives of the national organization.
- 11. THE ROLE OF THE NEW ADMINISTRATIVE ASSISTANT (Linda Conti)**
- Three applications have already been received. The position will be closed in mid-July. The job is 20-25 hours per week; \$18,000 per year with no benefits except attendance at WACAC and NACAC board meetings. Christy is willing to stay until November to help train a new person.
 - At today's fiscal policy meeting, members discussed possibly increasing the salary.
 - **Arnie moved that the salary for the new Administrative Assistant be set at \$20,000 for required hours, required attendance at meetings and conferences. The motion was seconded.**

- Some discussion ensued about the cost of a new hire (over and above salary) and the cost of paying Christy while training the new person. Linda suggested avoiding salary overlap by paying Christy until the new person takes over and paying the new person a per diem during the training period. Arnie suggested allocating some funding for Christy's time *after* the new person begins if needs come up. Christy has also indicated that she's available on an as-needed basis.
- **The motion was approved.**
- **Arnie moved that the EB allocate up to \$1,500 for the transition period for the new Administrative Assistant. The motion was seconded and approved.**
- Sonja asked about how requests for information can be made of the Administrative Assistant. Such requests should be made through Linda, in order to gauge and monitor the workload of the Administrative Assistant.

12. MEMBERSHIP RECRUITMENT STRATEGIES (Sonja Montiel)

- A survey will go out to all members, and a promotional brochure will be created that focuses on benefits to members.
- Sonja asked for information about putting together a brochure; this brought up the question of how such an effort will relate to other publicity efforts (newsletter, web site, etc.).
- Helena suggested that the committee put together a draft that will then be shared with others for further review.
- Peggy suggested that Sonja begin by reviewing language/wording that has already been used effectively.
- Mark suggested that it's most useful to think about process, rather than people, in creation of a project. Sonja wants to act quickly because it's a multi-phase project (survey, analysis, creation of copy, etc.) and she doesn't want it to drag on.
- Linda suggested that the survey part of this project be generated by Survey Monkey.
- Keddie suggested that others share the wordsmithing duties w/ Alice; Alice offered to do the proofreading.
- Sonali suggested that the brochure be designated by Lime Twig for consistency w/ other WACAC documents.
- Marc cautioned that EB members should not, as individuals, contact a vendor (Lime Twig) who has not been hired for this purpose (and Arnie pointed out that all such efforts must fit within the committee's budget).
- Sonja mentioned that she learned from Fidel that we sell extra copies of our WACAC membership directory to WACAC members who request them.
- Sonja suggested that new members receive a small "wallet" with a membership card (and membership ID #), some information about WACAC, and possibly coupons/discount certificates. This is a goal for 2006.
- Andy suggested that there be a personal follow-up call to new members after membership packet has been sent out.
- Barbara mentioned that the old EB had approved the order of new lapel pins; because it did not happen before the conference, this is a carryover item to the current EB. The concept was approved last year, but there was no allocation of funding.
- Marc asked about the practice of approving an item during one fiscal year but not spending the money until the following year. A discussion ensued about ongoing expenses.

13. BOARD INTERACTIONS AND COMMUNICATIONS (Esther Hugo)

- Esther encouraged people to review ground rules; it's important that the EB have information (reports from committees) before meetings take place.
- Esther asked us to review e-mail communication. The problem that came up before the retreat (all e-mails replied to all) has now been corrected. The e-mail address was also changed at some point (both exbd and exboard have been used).

- Marc suggested that the general e-mail address be used only to post information that we all need to know. Signatures are important. All else should be directed to the individual.
- Letters to bosses: The president generally sends a letter to the bosses of all of the new EB members letting them know about the responsibilities of EB members and thanking them.

14. AD HOC COMMITTEE FOR AWARDS (Heather Keddie)

- Keddie reminded us that we planned to review the awards: the nomination process, the purpose of the awards, and other procedural issues.
- Art asked if we could also review the process for awarding scholarships for conferences. Keddie preferred that this be kept separate. Linda mentioned that there is a clear process in place for this. Art mentioned that a student at Pitzer who tried to go through this process met with some confusion.
- Keddie will convene a committee for the purpose of re-evaluating the awards.

15. CSI CONTINUATION (Linda Conti)

- Linda thanked Barbara for her vision in conceiving of this event.
- We need to discuss whether we want CSI to continue. In general, it takes 18 months to plan a CSI, meaning that it is probably too late to initiate planning for next year's event.
- A discussion ensued about why it would need to take 18 months to plan a CSI.
- Marc pointed out that it's difficult for an event like this to catch on if it only takes place every other year.
- Four EB members mentioned that their institutions had been listed on the brochure but not consulted about their participation until very recently.
- Marc suggested that CSI be a core program that can be moved to different parts of California and Nevada. He pointed out that the mission of CSI mirrors WACAC's mission so perfectly that it makes sense as a WACAC-sponsored program.
- Keddie suggested that we need feedback about the program from this year; it's difficult to discuss the merits of the program when the program hasn't begun yet!
- Barbara reminded us that we don't want to be in competition with the Santa Clara University Summer Institute, which provides seminars and college tours for high school counselors in Northern California.

BREAK

REVIEW OF GOALS

President:

- To communicate effectively and supportively w/ Board members to encourage them to carry out their tasks
- To work with cohort organizations to politically advocate for counselors
- To use technology, personal interaction, professional development, and well-designed materials to increase membership by 5%

Admission Practices:

- To educate all of our members
- This year: to communicate w/ members changes to the SPGP; training on August 20 so that we can be at all professional development workshops to convey changes
- To update, print, and mail at least one copy of the handbook (one for new college professionals and one for high school professionals) per institution, along with Student Rights & Responsibilities poster for each high school and university; to have all info on web also
- To deal with AP issues as they arise

College Fairs:

- To hold three meetings: one north, one south, one at NACAC (for 17 committee members)
- To have a professional development event for local counselors associated with all fairs: not only about how to “do” a college fair but also to have an inspirational speaker to draw people there
- To systematize submission of expenses and keep a closer eye on budgets
- To encourage publication of a document with all high schools in the area
- To encourage all to share college-planning materials with one another
- To expand college fairs to Central Valley, Chico (but budget cuts prevented that from happening this year)
- To iron out kinks in online registration and be more familiar w/ how to extract reports
- To serve as liaison w/ NACAC and encourage other S&Rs to have regional liaisons
- To communicate more actively w/ NACAC on behalf of CA fair chairs
- To be more involved w/ NACAC Fair Chairs as issues come up (be a more active liaison)
- To be more attentive to posting information on the web site, keeping fair page up to date, and using web site to encourage volunteers
- To continue to acknowledge and support fair chairs in their work
- To write a letter to institutions to thank them for fair chairs
- To keep in frequent contact via e-mail w/ fair chairs
- To keep fair chairs focused on their mission, remind them why they’re participating

Conference Planning:

- To increase attendance by 5% over LMU conference
- To maintain or reduce cost to participants based on this year
- To increase scholarship opportunities by 10% (w/ a certain number earmarked for Nevada)
- To increase Nevada participation by 100%

Future Site Planning:

- Change name of group from Conference Site to Future Site Planning (FSP)
- To secure sites for '06, '07, and '08
- To secure a site in Nevada for one of the above three years
- To generate enthusiasm about hosting, to renew and create a demand for hosting so that colleges come to us instead of us begging them

Government Relations:

- To provide a valuable opportunity for professional development, as well as effective change in Sacramento by hosting a successful second-annual WACAC legislative conference in February
- To further cultivate the committee (the group of energized participants); to follow up with them and maintain their involvement and enthusiasm
- To prepare and organize the action alerts that will go out throughout the year

Diversity, Equity, and Access:

- To increase the grant and to get a grant to share (now there are three grants)
- To make grant-writing process clear for membership
- To arrange for face-to-face meetings of the committee
- To develop a new offshoot (Latinos in Higher Education)
- To increase ICL attendance
- To define the Latinos in Higher Education meetings more clearly for membership
- To focus on Resource Guide (with GLBT documentation, etc.)
- To create an online resource guide (services to the membership for dealing with students of color and GLBT, listing of active links for resources, great books to use, and speakers)

bureau for issues dealing with diversity, under-represented students, undocumented students, and professional development

Membership:

- To foster awareness of the WACAC's mission
- To focus on Nevada and schools serving under-represented students
- To have at least one member from each institution of 50% of institutions in Nevada
- To create a system of marketing, recruitment, and retention
- To create a manual that will define duties of membership chair
- To increase membership by 5%

Nominations and Credentials:

Nominations:

- To continue to expand the leadership to try to bring in new voices, new people, new professionals to the governance part of our organization
- To engage the EB in developing a slate of representative of our members in CA and NV
- To establish a clearly articulated timeline for the candidate slate (to investigate the possibility of electronic voting)
- To publicize the candidates in the newsletter and on the web site
- To leave a folder of information regarding election procedures for Linda Conti

Credentials:

- To incorporate bylaw changes
- To review bylaw changes for consistency with WACAC practice
- To make recommendations to EB regarding possible changes

Publications:

- To continue to provide quarterly newsletter, but to add Nevada information
- To provide a submission-of-articles deadline before our next EB meeting [deadline for submission of articles for fall newsletter: September 1]
- To set up links to web site for connection from news briefs to web site
- To provide articles from other organizations (no advertisements)
- To update budget to include additional information that will come in this year
- To procure additional estimates for design and mailing of newsletters

Technology:

- To get the new web site up and debugged, and operating smoothly, and to publicize new web site to memberships (demo in Milwaukee)
- To establish a more active, involved committee and to assign tasks to committee members
- To produce more technology reviews for the newsletter, and to expand this to consider software and web-site-type products of interest to college and high school members

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