

Minutes
MACADA Board Meeting
November 2, 2007

Call to Order:

The meeting of the MACADA Board was called to order at 10:45 a.m. by President Harry Cook at William Woods University, Columbia, Missouri campus

Members Present: Paula Aguilar, Rachael Cobb, Harry Cook, Jill Diener, Annie Ensminger, Joan Finder, Artie Fowler, Peggy Sherwin, Jenny Steen, Tammy Welchert, Kelly Wilson and Nancy Wilson. Past-President Tom Frankman and NACADA Region 7 Conference Chair Lisa Runyan were also in attendance.

REPORTS

President – Elect: Chris Jordan, University of Missouri-Kansas City
Excused absence. No report.

Secretary: Joan Finder, Webster University
Minutes of the September board meeting were reviewed and approved via email.

Treasurer: Annie Ensminger, University of Central Missouri
Annie presented the 2007 Annual Conference expenses report (attached.) The expenses and income were similar to last year. We have a balance of \$2743.

Liaison: Tammy Welchert, University of Missouri-Kansas City
Tammy announced that J.P. Relgado is the new chair of the Regional Steering Committee. She explained the Emerging Leaders program initiative, which was discussed at the Region 7 meeting at the NACADA National Conference in Baltimore. It was suggested at that meeting that state boards consider moving their board meetings within the state, asking to hold them on campuses which are not active in MACADA, and then inviting the advisors of that campus to attend the meeting, with lunch provided. . Activities of this nature could be funded by the Emerging Leaders matching funds program. Currently \$300 is allotted to each state for programming. The goals of these activities are to increase diversity, not only by ethnicity and race, but also in terms of type of institutions, socio-economic background, etc. The board agreed that this was an interesting idea but expressed concerns regarding locations, facilities, the need to lengthen the meeting time, and earlier start times which might require overnight stays. The board may focus on trying this for the July meeting. Kelly Wilson and Tammy Welchert agreed to chair an “Emerging Leaders Committee”.

Membership: Jenny Steen, Metropolitan College-Blue River
See report. Membership is up from 146 to 153 since the conference. Jenny will contact those members who did not attend the conference this year but attended last year to encourage them to renew their membership and attend the Region 7 conference in March. She expressed an interest in focusing efforts on faculty advisors, but the board has had little success with this, as faculty are less likely to attend an advising oriented conference, and it is typically difficult even to gain on-campus involvement. The most effective outreach to faculty advisors seems to be internally at each institution. Missouri State University has reported success with such programs. It was suggested we do more to encourage and recognize faculty advising roles and encourage membership. Area board representatives were asked to try to determine the number of professional advisors in each area, and also estimate the number of faculty advisors on their campus. We may need to gather more information on the conference registration form in this regard.

A problem with the current membership listserv was also noted, due to the volume of posts. We need to explore methods of driving members to the website.

Multiculturalism: Peggy Sherwin, St. Charles Community College
No report.

Programs: Paula Aguilar, Webster University
As a new board member, Paula mostly had questions based on the paperwork passed on to her by Amy Marie Aufdembrink. She requested a timeline as to what needs to be done by the next meeting. She plans to create a master list for future reference.

Communications: Rachael Cobb, University of Missouri-Columbia
Rachael has updated our website to include the conference award winners, board minutes, brochure information and board member changes. She reported a quick response from NACADA in implementing our requested changes.

Regional Reports:

Central: Jill Diener, University of Missouri-Columbia
Jill has just received the “Central area rep” binder, which needs reorganization. She will attempt to update the list of contacts.

Kansas City: Julie Riemann, Metropolitan Community College
Excused absence. No report.

North: Artie Fowler, Moberly Area Community College
Artie is working on the Region 7 Conference. She discussed concerns regarding recruiting exhibitors for the conference.

St. Louis: Nancy Wilson, St. Louis University
New member. No report.

Southeast: Deborah Shores, Jefferson College
Excused absence. No report.

Southwest: Kelly Wilson, Missouri Southern State University
Missouri Southern hosted Missouri State University faculty on campus in October for faculty training workshops with a focus on the theme “Advising as Teaching”. They are also promoting the Master Advisor certification program.

NEW AND CONTINUING BUSINESS

2007 MACADA Conference Wrap-up Information: Annie Ensminger, University of Central Missouri
Annie informed the board that no outstanding reimbursements were due, the TanTarA bill has been paid and there are only two outstanding registration payments still due, both from the same registration. We received good feedback in general. We are out of membership pins, and will need to purchase new name badges next year. Paula will contact Amy Marie to obtain the evaluation forms.

Newsletter: Rachael Cobb, University of Missouri-Columbia
The newsletter is traditionally published in February but Rachael hopes to get it out earlier, possibly by mid-January to promote the Region 7 Conference, which has a February 10 registration deadline.

The following assignments were made for newsletter items:

Award Winners profiles: Harry Cook

Conference Review and Summary of Best of Conference presentation: Paula Aguilar

Membership update: Jenny Steen

Multiculturalism: Peggy Sherwin

Faculty corner: Kelly Wilson

COTA program: Artie Fowler

Region 7 Conference Map: Harry Cook

Rachael requested all submissions by January 4, but would prefer to have them before the holiday break if possible.

Region VII 2008 Conference: Lisa Runyan, University of Central Missouri

Lisa gave the following updates on conference planning: We garnered excellent public relations for our conference at the NACADA National Convention in Baltimore in October, including bright orange “GOMO” buttons and stickers for nametags distributed at the Region 7 meeting. Lisa spent long hours in the Exhibitor section, giving all exhibitors information on conference opportunities and contact information. (Artie will talk with exhibitors at MACRAO; Joan and Deb will contact exhibitors at MCCA.) The Branson Chamber of Commerce sent a lot of information, including information on hotels, planning guides and pens, which were all taken. (The Chamber will provide bags of Branson information for our conference with 30 days notice.) Tammy and Lisa attended the Regional Conference Chair Training session, but we are well ahead of most other regions in our planning. We need to set our conference fee as soon as possible. Hotel registration is now open.

Lisa requested all board members plan to arrive Sunday afternoon to help set up. Registration will open Monday at 11 a.m.

Several of the planning committee heads will meet with J.P. Relgado at her Chateau in January. Lisa will contact us by email to arrange the date.

Programs: Tom Frankman is chairing a ten member committee to review proposals. Only one proposal has been received so far, but there have been several phone and email inquiries. Lisa suggested that we send reminders to faculty and administrators on our campuses regarding this opportunity.

Keynote: Kelly Wilson reported that Paul Weeks of ACT, Inc. has verbally confirmed his participation. We must confirm actual costs so that NACADA can negotiate final agreements. He has also been asked to do a concurrent exhibitor session. It is noted that the keynote may not promote commercial products or services.

Entertainment: Rachael and Peggy reported the following:

Monday night we will offer in-house entertainment, preferably hors d'oeuvres. A jazz band was explored but the costs were excessively prohibitive, starting at \$500 for a package, unless an exhibitor will sponsor.

Tuesday will offer offsite options. Three possibilities were explored: The Titanic Museum (\$16 per person), 2) Ride the Ducks and 3) The Legends in Concert Show (\$19.50 per person. The board opted to offer the Titanic Museum and Legends show. Carpool sign ups for dinners will also be offered.

A possible charity drive was suggested, with photos taken with an Elvis impersonator and/or collection of hotel toiletries to donate to a local homeless shelter.

Hospitality: Joan will be meeting with the Chamber of Commerce and the hotel sales coordinator next week when she attends MCCA. She will order 250 bags of information from the Chamber, but we will need someone to pick them up and deliver them to the hotel.

Volunteers: Annie has a list, and will update and contact as the conference date approaches.

The next board meeting will be held on Friday, November 8 at 10:30 a.m. at the William Woods University Columbia campus.

The meeting was adjourned at 1:00 p.m.

Respectfully submitted,
Joan Finder
Secretary