Welcome to Hunt Valley

PCACAC
Potomac and Chesapeake Association for College Admission Counseling

Annual Membership Meeting
Hunt Valley MD
What’s New in NACAC?

Jim Jump, Past-President, NACAC
Past-President, PCACAC
Treasurer’s Report
Mike Oligmueller

- A final report on the 2010-2011 fiscal year is included.
  - Increased membership, professional development and conference revenue

- PCACAC currently has funds in its reserve accounts (FFI and Capitol Securities) that total approximately 140% of our budget for the 2010-2011 fiscal year.
  - We have been able to absorb the implementation costs for Member Clicks.
  - The board has begun to consider additional programming for and professional outreach to our members.
    - Human Relations Committee Outreach Projects
    - PCACAC “Grants”
    - Committee budgets
Treasurer’s Report

PCACAC
Executive Board and Finance Committee Report
Prepared by Mike Oligmueller
April 15, 2011

<table>
<thead>
<tr>
<th>Account Summaries</th>
<th>3/31/11</th>
<th>3/31/10</th>
<th>3/31/09</th>
<th>Comment</th>
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<tbody>
<tr>
<td>BB&amp;T</td>
<td>$86,570</td>
<td>$74,255</td>
<td>$65,743</td>
<td>$61,679 restricted to the Ann Powell Mentoring Program.</td>
</tr>
<tr>
<td>Capital Securities</td>
<td>$65,252</td>
<td>$63,021</td>
<td>$49,343</td>
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<tr>
<td>Funds For Institutions</td>
<td>$83,630</td>
<td>$83,457</td>
<td>$83,228</td>
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<tr>
<td>Total</td>
<td>$238,452</td>
<td>$220,733</td>
<td>$198,312</td>
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</table>

$108,818 is the balance in the BB&T account on April 15, 2011, and there is $55,327 in the PayPal account. Hence, $114,145 is the effective amount of cash in the operating accounts as of April 15. (Last year, on April 15, $86,190 was in the operating accounts.)

Federal Tax Report (990) was filed on February 14, 2011.

Overall, our financial situation remains very good. The Conference is our largest source of revenue and expenses for the year, and we won’t have final totals until probably late May. However, the early indicators are that the Conference revenue will exceed the Conference expenses again. Membership revenue continues its upward trend.

Our switch to MemberClicks required an upgrade in the type of PayPal account we have. The new PayPal account has a monthly fee of $30 (the old one had no monthly fee) and also the transaction fees to vary based on the user. Additionally, MemberClicks charges as a “Fixed Transaction Usage Fee.” This has resulted in our paying $600 more in transaction fees so far this year ($1300 vs. $700). (These fees are included in the “Administration” portion of the expenses.)

A financial report for the Ann Powell Mentoring Fund is included. There have been no financial transactions for this fund since the Board met in January.

The Executive Assistant’s contract for next year needs to be discussed at this meeting. Also, a new Assistant Treasurer needs to be recruited.

A budget draft for the next fiscal year is included. It is essentially the same as this year’s in order to reflect the financial challenges facing our members, their institutions, and the vendors/exhibitors who support our conferences and meetings. The budget is still in draft form.

PCACAC
Executive Board and Finance Committee Report
Prepared by Mike Oligmueller
April 15, 2011

Income

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Advertising</td>
<td>225</td>
<td>200</td>
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<tr>
<td>Ann Powell Fund</td>
<td>1,295</td>
<td>219</td>
<td>1,200</td>
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<tr>
<td>Blockchain Award Fund</td>
<td>1,550</td>
<td></td>
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<tr>
<td>Conference</td>
<td>38,969</td>
<td>45,350</td>
<td>75,000</td>
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<tr>
<td>Fund Raising</td>
<td>219</td>
<td>1,500</td>
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<tr>
<td>Interest &amp; Investment Growth</td>
<td>8,245</td>
<td>9,815</td>
<td>6,000</td>
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<tr>
<td>Membership</td>
<td>14,420</td>
<td>19,394</td>
<td>16,000</td>
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<tr>
<td>NACAC College Fairs</td>
<td>13,350</td>
<td>12,722</td>
<td>13,500</td>
</tr>
<tr>
<td>Professional Development</td>
<td>5,700</td>
<td>12,937</td>
<td>7,000</td>
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<tr>
<td>Total Income</td>
<td>82,913</td>
<td>98,206</td>
<td>120,000</td>
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Expenses

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
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<td>Admission Writers Committee</td>
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<tr>
<td>Ann Powell Mentoring Program</td>
<td>1,120</td>
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<td>3,000</td>
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<tr>
<td>Blockchain Award</td>
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<tr>
<td>College Fair/College Night Comm</td>
<td>100</td>
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<tr>
<td>Contributions</td>
<td>2,275</td>
<td>2,800</td>
<td>3,000</td>
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<tr>
<td>Credentials Committee</td>
<td>100</td>
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<tr>
<td>Current Trends &amp; Future Issues</td>
<td>100</td>
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<tr>
<td>Executive Board</td>
<td>4,921</td>
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<tr>
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<tr>
<td>Human Relations Committee</td>
<td>500</td>
<td></td>
<td></td>
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<tr>
<td>Marion Flagg Scholarship Program</td>
<td>372</td>
<td>2,500</td>
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<td>Membership Committee</td>
<td>500</td>
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<td>NACAC 2009</td>
<td>4,697</td>
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<td>NACAC Conference</td>
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<td>Nominating Committee</td>
<td>100</td>
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<tr>
<td>Past Presidents Committee</td>
<td>600</td>
<td></td>
<td></td>
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<tr>
<td>Professional Development Committee</td>
<td>3,554</td>
<td>7,833</td>
<td>7,000</td>
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<tr>
<td>Publications and Research</td>
<td>11</td>
<td>100</td>
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<tr>
<td>Spring Conference</td>
<td>3,664</td>
<td>4,133</td>
<td>39,000</td>
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<tr>
<td>Technology Committee</td>
<td>3,845</td>
<td>6,830</td>
<td>2,500</td>
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<tr>
<td>Total Expenses</td>
<td>56,912</td>
<td>48,666</td>
<td>120,000</td>
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</tbody>
</table>
Treasurer’s Report

PCACAC
Ann Powell Mentoring Fund Financial Report
Prepared by Mike Olgemoller
April 15, 2011

<table>
<thead>
<tr>
<th>Date</th>
<th>Transaction</th>
<th>Payment/Debit</th>
<th>Deposit/Credit</th>
<th>Balance</th>
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<tbody>
<tr>
<td>6/30/2010</td>
<td>Balance at start</td>
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<td>6439.59</td>
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<tr>
<td>7/1/2010</td>
<td>Contribution</td>
<td>7.50</td>
<td>6447.09</td>
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<tr>
<td>7/1/2010</td>
<td>Contribution</td>
<td>16.50</td>
<td>6463.59</td>
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<tr>
<td>7/1/2010</td>
<td>Contribution</td>
<td>35.00</td>
<td>6498.59</td>
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<tr>
<td>7/1/2010</td>
<td>Contribution</td>
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<tr>
<td>7/1/2010</td>
<td>Contribution</td>
<td>10.00</td>
<td>6583.59</td>
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<tr>
<td>8/31/2010</td>
<td>Contribution</td>
<td>75.00</td>
<td>6658.59</td>
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</table>

The above report reflects contributions and payments that had posted or cleared the EMBT account as of March 31, 2011.

PCACAC
Proposed Budget for Fiscal Year 2011-2012
Prepared by Mike Olgemoller
April 15, 2011

<table>
<thead>
<tr>
<th>Income</th>
<th>2011-2012 Proposed</th>
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</thead>
<tbody>
<tr>
<td>Advertising</td>
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<td>Ann Powell Fund</td>
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<td>Blackburn Award Fund</td>
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<tr>
<td>Conference</td>
<td>75,000</td>
</tr>
<tr>
<td>Contributions</td>
<td>1,500</td>
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<tr>
<td>Interest &amp; Investment Growth</td>
<td>6,000</td>
</tr>
<tr>
<td>Membership</td>
<td>16,000</td>
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<tr>
<td>NACAC College Fairs</td>
<td>13,700</td>
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<tr>
<td>Professional Development</td>
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<tr>
<td>Total Income</td>
<td>120,900</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2011-2012 Proposed</th>
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</thead>
<tbody>
<tr>
<td>Administration</td>
<td>22,000</td>
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<tr>
<td>Admission Practices Committee</td>
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<tr>
<td>Ann Powell Mentoring Program</td>
<td>3000</td>
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<tr>
<td>Blackburn Award</td>
<td>500</td>
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<tr>
<td>College Fair/College Night Comm.</td>
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<tr>
<td>Contributions</td>
<td>3,000</td>
</tr>
<tr>
<td>Credentials Committee</td>
<td>100</td>
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<tr>
<td>Current Trends &amp; Future Issues</td>
<td>100</td>
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<tr>
<td>Executive Board</td>
<td>7,900</td>
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<td>Finance Committee</td>
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<td>Government Relations Committee</td>
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<tr>
<td>Human Relations Committee</td>
<td>500</td>
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<tr>
<td>Marion Flagg Scholarship Program</td>
<td>2,500</td>
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<tr>
<td>Membership Committee</td>
<td>500</td>
</tr>
<tr>
<td>NACAC Conference</td>
<td>8,000</td>
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<tr>
<td>Nominating Committee</td>
<td>100</td>
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<tr>
<td>Past Presidents Committee</td>
<td>200</td>
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<tr>
<td>Professional Development Committee</td>
<td>100</td>
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<tr>
<td>Publications and Research</td>
<td>100</td>
</tr>
<tr>
<td>Spring Conference</td>
<td>59,000</td>
</tr>
<tr>
<td>Technology Committee</td>
<td>5,500</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>120,900</td>
</tr>
</tbody>
</table>
Admissions Practices
James D. (Dal) Holmes, retired member
Lou Hirsh, University of Delaware

- Jennifer Blair, Boys Latin School (MD)
- Suzanne Colligan, Georgetown Visitation School (DC)
- Carolyn Doyle, Archmere Academy (De)
- Florence Hines, McDaniel College (MD)
- Betty Jones, retired member (VA)
- Joe Manning, James Madison U. (VA)
- Joe Monte, Albert Einstein H.S. (MD)
- Greg Roberts, U. of Virginia
- Jonathan Webster, Washington and Lee U. (VA)
- Evelyn Boyd White, Thomas Dale H.S. (VA)
- Marty Wilder, University of Mary Washington (VA)
- Karl Wolf, Shepherd U. (WV)
Inquiries

Professional Development Workshops
  • Coordinate with Professional Development Committee to insure that there is an Ethics Workshop/Component included in every Drive-In Workshop.

Committee Membership

Leadership
The Ann S. Powell Memorial Mentoring Program is open to new college counseling professionals (defined as fewer than five years experience) from within the region served by PCACAC.

The program is designed to enable participants to:

- grow professionally by attending regional and national conferences devoted to college admission;
- build professional relationships and develop a support network;
- come to a deeper understanding of the college admission process;
- help students navigate the college choice and application processes more effectively.
Ann Powell Mentoring Program
Michael Carter, St. Stephens/St. Agnes (VA)

Participants and Mentors 2010-2011

- **Matthew S. Ganderson**, Norfolk Public Schools, VA
  - Alice Robertson, Fairfax County Public Schools, (VA)
- **Cynthia Coogan**, McLean High School, VA
  - Renee Norden, The Highland School (VA)
- **Maritza Velasquez**, Don Bosco Cristo Rey H.S., MD
  - Kathleen Martin, Friends School (DE)
- **LaTrece Walden**, Virginia State University, VA
  - Rich Edgar, St. Mary’s College of Maryland (MD)
- **Shanna Houser**, Johns Hopkins University CTY, MD
  - Carolyn Doyle, Archmere Academy (DE)
Nominations are open for the Fourth APMP Class.

Please submit their name, their contact information and a brief paragraph about why you think this person should be selected. Please send nominations to either Michael Carter (mcarter@ssas.org) or Mary Layman (mlayman@pcacac.org).

The Nomination Form and program details for the Ann Powell Mentoring Program are on the PCACAC website. The nomination is due by May 1, 2011.
College Fair/College Nights
James Massey, University of Maryland

Committee Members:
• Jane Godwin, Prince George’s County Public School System
• Luana Zimmerman, Montgomery County Public School System
• Matthew Jones, University of Maryland, College Park
• Elizabeth Rogers, University of Maryland, College Park
Enhancement of web presence has resulted in increased communication from college fair coordinators and inquiries from those interested in learning more about specific fairs within our region.

Cultivate and enhance relationships within the region

Enhance college fair advertisement information available to all member institutions
Assisted in planning phases of second annual Prince Georges County NACAC College Fair.

Expand active committee membership to members from VA, DE, WV, and DC.

Support efforts to streamline and enhance the college fair experience for college reps, high school counselors, and students.
Credentials

Jennifer Blair, Boy’s Latin School (MD)

- Update of By Laws and Documents to meet NACAC changes completed
- Update of By Laws to reflect PCACAC board structure changes completed
- Posted in on website Early Spring edition of The Anchor for review by membership and for a vote at Annual Membership Meeting
Current Trends & Future Issues
Bob Herr, Stevenson University (MD)

- Butch Hamilton, St. Mary’s Ryken HS, MD
- Dale Bittinger, UMBC, MD
- Barbara Connor, West Potomac HS, VA
- Anne Marie Strauss, Glenelg Country School, MD
- Laurel Maestas, K12 Programs, VA
- Shirley Bloomquist, Educational Consultant, VA
- Kirsten P. Walker, Flint Hill School, VA
- Jay Rainey, Norfolk Academy, VA
- Marcia Simon, College Planning Service LLC, MD
Current Trends & Future Issues
Bob Herr, Stevenson University (MD)

- Speakers Bureau

- National Topics
  - How has the economy impacted the admission process?
  - How have technological advancements affected the admission process.

- Member survey
  - Completed in March 2011 with 100 responses from PCACACACAC members.
March 7, 2011, NACAC Advocacy Day
Maryland Senate Bill 695 seeks to protect students from predatory recruiting practices
Maryland legislation regarding undocumented students – thanks to Sen. Pinsky for sponsorship
Membership Alerts for NACAC Call to Action Week.

Goals for NACAC Advocacy Day 2012
Committee Members

- Tevera Stith – St. Paul’s School for Girls
- Karen Felton – George Washington University
- Steve Hairston – University of Richmond
- James Fiore – Saint Ignatius Loyola Academy
- Mavis Jackson – Vivien T. Thomas Medical Arts Academy (College Bound Foundation)
- Djenaba Bahar – College Bound Foundation
Human Relations
Tevera Stith, St. Paul’s School for Girls (MD)

2011 Marion Flagg Recipients

Kathy Alden, Coll. of Southern MD
• Delores Hooban, John Marshall High School (VA)
• Rahmah Johnson, John Marshall High School (VA)
• Nicole Lee, Coppin State University (MD)
• Mark Reedy, George C. Marshall High School (VA)
• Pamela Wainwright, Digital Harbor HS (MD)
Government Relations/Human Relations

- State Advocacy Efforts
- Community Outreach Programs
Membership
Carolyn Doyle, Archmere Academy (DE)
Carolyn Fletcher, Johns Hopkins (MD)

- Membership Renewal
  - October 1st!!!

- Recruit One for PCACAC

- Thank you to Sheryl Fletcher and Carolyn Doyle!
Nominating
Jeff Smith, St Mary’s College of Maryland
PCACAC Past-President

COMMITTEE:
- Richard Edgar, St. Mary’s College of Maryland
- Paul Feakins, Norfolk Academy (VA)
- Audrey Hill, Montgomery College (MD)
- Sharon Alston, American University (DC)

- Candidate platforms for President-Elect and Secretary posted to website and announced by e-blast on April 4th.

- There are no delegate candidates this year due to reduction in downsizing of the National Assembly.
PCACAC Counselor Of the Year Awards

Nominating
Jeff Smith, St Mary’s College of Maryland
PCACAC Past-President
The 2011 Apperson Award Recipient
Margaret “Peg” Cothern, retired, Walt Whitman High School (MD).
Committee Members:

- Jenifer Blair, Boys Latin School, MD
- Arlene Ingram, Cape Henry Collegiate School, VA
- Dave Kraus, Davidson College, NC
- Evelyn Boyd White, Thomas Dale High School, VA
PCACAC Living History - 50th PCACAC Conference

- Committee Chair: Dal Holmes, Retired Member
- Joe Monte, Albert Einstein School, MD
- Bert Hudnall, Ashley Hall, SC
- Karl Wolf, Shepherd University, WV
- Joe Manning, James Madison University, VA
- Joanne Wood, Retired Member, MD
- Aundra Weissert, Washington College, MD
Document and Resource Retention and Preservation

- Committee Chair: Paul Feakins, Norfolk Academy, VA
  - Mary Layman, Covenant School, VA
  - Mike Oligmueller, Connelly School of the Holy Child, MD
  - Amy Jarich, University of Virginia, VA
  - Susan Rexford, Charles E. Smith Jewish Day School, MD
Strategic Plan

- Committee asked to begin this process
- A living document, not a placeholder on a shelf.
- Review of Strategic Plan
  - Opportunity to positively impact the organization
  - Engage the organization in critical, creative thinking
  - What do we do well, and how can we improve?
- Input from membership
Past-President’s Committee
Sue Rexford, CESJDS (MD)

John A. "Jack" Blackburn Award for Ethics in College Admissions
Professional Development
Don Birmingham, NSA (VA)
Jake Talmage, St Paul’s School for Boys (MD)

- Summer Institute 2010 at St Mary’s College
- Summer Institute 2011 at Roanoke College
- Three Successful Drive-In Workshops in 2010-11
  - November 16\textsuperscript{th} @ Salisbury University
  - December 3\textsuperscript{rd} @ Charles County MD
  - January 24\textsuperscript{th} @ American University
- PCACAC/KYACAC Drive in Workshop at Marshall University on November 18\textsuperscript{th}, 2011.
- PCACAC Directing a College Counseling Program
The next issue of *The Anchor* has a Submission Deadline of May 15th.
Increased use of e-blasts for communication
Delegated management of web pages through committee structure

http://pcacac.memberclicks.org
Executive Assistant’s Report
Mary Layman, Covenant School (VA)

- Support for all PCACAC Events
- Website management
- Coordination with Treasurer
- So the good news is…..
  - Congratulations to Mary on her appointment as the Director of College Counseling at The Covenant School!
- And the bittersweet news is…..
During the past year the board has evaluated the extent to which the current board structure supports the ability of PCACAC leadership in accomplishing our stated mission, which is “to support and advance college admissions professionals as they guide their institutions, students and families in an ethical manner.”
President’s Report

- How do we work smarter?

- How do we streamline board to allow for substantive discussion and planning while at the same time cultivating new leadership?

- How do we strengthen our committee structure, expectations and results?

- How do we grow new leadership?
<table>
<thead>
<tr>
<th>Treasurer</th>
<th>Secretary</th>
<th>President-Elect</th>
<th>President</th>
<th>Past-President</th>
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<tr>
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<td>Technology</td>
<td>Professional Development (D)</td>
<td>Admissions Practices (D)</td>
<td>Government Relations (D)</td>
</tr>
<tr>
<td>Fund Development</td>
<td>Communications</td>
<td>*Conference</td>
<td>Past-President’s Council</td>
<td>Human Relations (D)</td>
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<tr>
<td>*Sponsors</td>
<td>College Fairs</td>
<td>*Summer Institute</td>
<td>Strategic Plan</td>
<td>*Outreach</td>
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<td>*Exhibitors</td>
<td></td>
<td>*Drive-Ins</td>
<td>Current Trends</td>
<td>By Laws/Credentials (D)</td>
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<td>*Meeting Coordinator</td>
<td>Membership</td>
<td>Nominating</td>
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<tr>
<td>*Evaluations/CEU’s</td>
<td></td>
<td>*Volunteer Coordinator</td>
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<td>*APMP</td>
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<tr>
<td>*PCACAC CCP</td>
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</tr>
</tbody>
</table>
Meeting Schedule

- Former Finance Committee becomes Exec. Committee:
  - Meets @NACAC, January, April, June, August Retreat (SI)

- Pres. Council (12 members plus Executive Committee)
  - Meets January & June w/ Executive Committee

- Full Board (Exec Committee, President's Council & Committee/Sub-Committee Chairs)(26)
  - Meets August (Retreat) to plan for the year.

- Committee Chairs & Committees meet April prior to conference.
  - Meet four times per year as called by committee chair
Establish a one-year Ad Hoc Committee to Draft a PCACAC Policy and Procedure Manual

- To be chaired by PCACAC Past-President
- Report due to be presented at April 2012 Board/Business Meeting
- Draft PCACAC Policy and Procedure Manual
  - to provide the members of the Executive Committee, President’s Council, Committee chairs, and other members of PCACAC with the information they need to carry out their roles and responsibilities in the organization.
  - To ensure continuity in future transitions of leadership
  - To enhance communication at all levels of PCACAC
New NACAC Delegate Structure results in a decrease from 18 to 14 total delegates for PCACAC.

To reach new total delegate number, four delegates rotating off the board this year whose positions will not be replaced:

- Tevera Stith
- Kelly Farmer
- Lou Hirsh
- James Pennix

THANK YOU!!!
In 2011-12 five additional delegates will complete their term of service and rotate off of the board.

Over the course of a two-year period (2011-12 and 2012-13) five single-slate delegates will be placed on the ballot in their roles as appointed committee chairpersons who will also serve as delegates. These delegates/committee chairs will be elected by the membership.


Six remaining “at large” delegate positions will continue to be nominated and elected by membership.
By Laws Vote
- Recognition of Committee Members
- Conference Coordinator
- Outgoing Delegates
- Election Results
Outgoing Past-President Jeff Smith
Thank you.....
Incoming President Ali Gauch
Congratulations to
Incoming President-Elect Carolyn Doyle

Don’t forget......

- SI 2011 at Roanoke College
- PCACAC SACAC 2012 in Crystal City VA
Adjourn!