

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

Account Summaries	3/31/11	3/31/10	3/31/09	Comment
BB&T	*\$86,570	\$74,255	\$65,743	*\$6,639 restricted to the Ann Powell Mentoring Program.
Capitol Securities	\$68,252	\$63,021	\$49,341	
Funds For Institutions	\$83,630	\$83,457	\$83,228	
Total	\$238,452	\$220,733	\$198,312	

\$108,818 is the balance in the BB&T account on April 15, 2011, and there is \$5,327 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 fee seems to vary based on the user. Additionally, MemberClicks charges us a "Form 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
 (page 2)

Income	July 2009 March 2010	July 2010- March 2011	Budgeted 2010 -2011
Advertising	225		200
Ann Powell Fund	1,295	219	1,200
Blackburn Award Fund		1,550	
Conference	38,969	45,350	75,000
Fund Raising		219	1,500
Interest & Investment Growth	8,245	9,815	6,000
Membership	14,820	15,394	16,000
NACAC College Fairs	13,359	12,722	13,500
Professional Development	5,700	12,937	7,000
Total Income	82,613	98,206	120,400

Expenses	July 2009 March 2010	July 2010- March 2011	Budgeted 2010 -2011
Administration	18,350	14,510	22,000
Admission Practices Committee			100
Ann Powell Mentoring Program	1,120		3,000
Blackburn Award			
College Fair/College Night Comm.			100
Contributions	2,875	2,800	3,000
Credentials Committee			100
Current Trends & Future Issues			100
Executive Board	4,921	4,457	7,400
Finance Committee	126		300
Government Relations Committee			500
Human Relations Committee			500
Marion Flagg Scholarship Program	372		2,500
Membership Committee			500
NACAC 2009	4,697		
NACAC Conference	12,477	7,992	8,000
Nominating Committee			100
Past Presidents Committee			600
Professional Development Committee	3,554	7,833	7,000
Publications and Research	11		100
Spring Conference	3,664	4,133	59,000
Technology Committee	3,845	6,830	5,500
Total Expenses	56,012	48,585	120,400

Treasurer's Report

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

Date	Transaction	Payment/Debit	Deposit/Credit	Balance
6/30/2010	Balance at start of Fiscal Year			6439.59
7/1/2010	Contribution		7.50	6447.09
7/1/2010	Contribution		16.50	6463.59
7/1/2010	Contribution		35.00	6498.59
7/1/2010	Contribution		75.00	6573.59
7/1/2010	Contribution		10.00	6583.59
8/31/2010	Contribution		75.00	6658.59

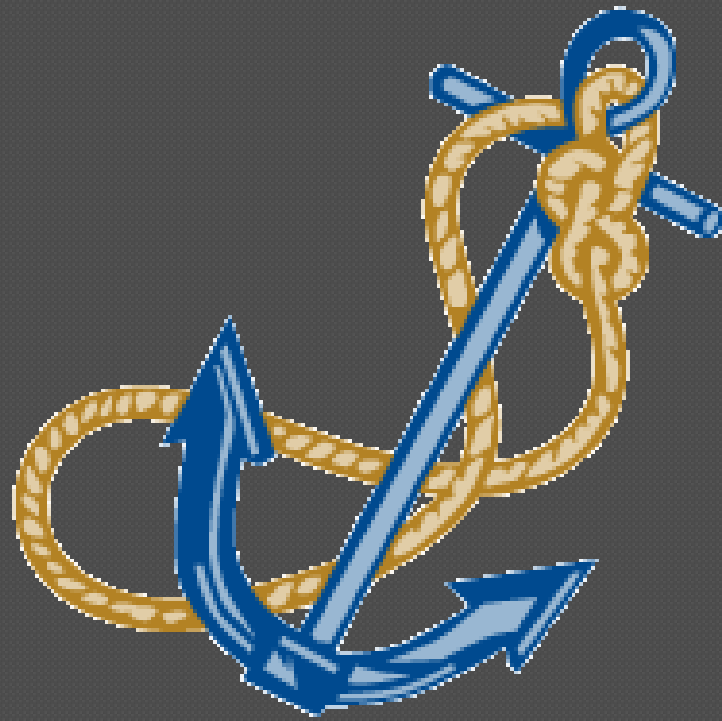
The above report reflects contributions and payments that had posted to or cleared the BB&T account as of March 31, 2011.

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

Income	2011-2012 Proposed
Advertising	200
Ann Powell Fund	1200
Blackburn Award Fund	500
Conference	75,000
Contributions	1,500
Interest & Investment Growth	6,000
Membership	16,000
NACAC College Fairs	13,500
Professional Development	7,000
Total Income	120,900

Expenses	2011-2012 Proposed
Administration	22,000
Admission Practices Committee	100
Ann Powell Mentoring Program	3000
Blackburn Award	500
College Fair/College Night Comm.	100
Contributions	3,000
Credentials Committee	100
Current Trends & Future Issues	100
Executive Board	7,400
Finance Committee	300
Government Relations Committee	500
Human Relations Committee	500
Marion Flagg Scholarship Program	2,500
Membership Committee	500
NACAC Conference	8,000
Nominating Committee	100
Past Presidents Committee	600
Professional Development Committee	7,000
Publications and Research	100
Spring Conference	59,000
Technology Committee	5,500
Total Expenses	120,900

Committee Reports



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)

Admissions Practices

James D. (Dal) Holmes, retired member

Lou Hirsh, University of Delaware

○ 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

Ann Powell Mentoring Program

Michael Carter, St. Stephens/St. Agnes (VA)

- 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)

Ann Powell Mentoring Program Michael Carter, St. Stephens/St. Agnes (VA)



Ann Powell Mentoring Program

Michael Carter, St. Stephens/St. Agnes (VA)

- Nominations are open for 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@sssas.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



College Fair/College Nights

James Massey, University of Maryland

- Enhancement of web presence has resulted in increased communication from college fair coordinators and inquires 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

College Fair/College Nights

James Massey, University of Maryland

- 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 PCACAC members.

Government Relations

Marty O'Connell, CTCL

- 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



Human Relations

Tevera Stith, St. Paul's School for Girls (MD)

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.

Nominating Jeff Smith, St Mary's College of Maryland PCACAC Past-President

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" Cothorn, retired, Walt
Whitman High School (MD).

Past-President's Committee

Sue Rexford, CESJDS (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



Past-President's Committee

Sue Rexford, CESJDS (MD)

- **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

Past-President's Committee

Sue Rexford, CESJDS (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

Past-President's Committee

Sue Rexford, CESJDS (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 16th @ Salisbury University
 - December 3rd @ Charles County MD
 - January 24th @ American University
- PCACAC/KYACAC Drive in Workshop at Marshall University on November 18th, 2011.
- PCACAC Directing a College Counseling Program

Publications

Joe Manning, James Madison University (MD)

- The next issue of *The Anchor* has a Submission Deadline of May 15th





Technology Amy Jarich, University of Virginia

<http://pcacac.memberclicks.org>

- Increased used of e-blasts for communication
- Delegated management of web pages through committee structure

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....

President's Report Board Restructuring

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?

PCACAC PROPOSED BOARD STRUCTURE

Treasurer	Secretary	President-Elect	President	Past-President
Finance	Technology	Professional Development (D)	Admissions Practices (D)	Government Relations (D)
Fund Development	Communications	*Conference	Past-President's Council	Human Relations (D)
*Sponsors	College Fairs	*Summer Institute	Strategic Plan	*Outreach
*Exhibitors		*Drive-Ins	Current Trends Future Issues	By Laws/ Credentials (D)
Deputy Treasurer		*Meeting Coordinator	Membership	Nominating
		*Evaluations/ CEU's	*Volunteer Coordinator	Chief Delegate
		*APMP		* 6 At-Large Delegates
		*PCACAC CCP		

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

Next Steps...

- 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

Next Steps

- 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!!!**

Next Steps

- 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.
 - Admissions Practices, Government Relations, Human Relations, Credentials/By Laws, Professional Development .
- 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



Questions?



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!

