Closing Session & Membership Meeting

Will begin shortly...
Thank You Platinum Sponsors

Woodbury University
www.woodbury.edu

Revolution Prep
www.revolutionprep.com

Patum Promotions
www.patdome.com

Advantage College Planning
https://advcp.com

Iowa University
https://uiowa.edu/
Thank You Gold and Silver Sponsors

www.polygence.org/

www.salliemae.com
Thank You to Our Sponsors

- www.compassprep.com
- www.pugetsound.edu
- https://prompt.com/
- www.TeenLife.com
- https://www.cambridgeinternational.org
- www.strivescan.com
- www.pacific.edu
- encoura.org
- 360planner.com
- www.niche.com/
- https://ctcl.org/
- www.lumiere-education.com
WACAC Conference Closing Session & Membership Meeting

Thursday, May 20th
2:30pm - 3:30pm PT
Agenda

● Call to Order
● Year in Review
● WACAC Awards
● Volunteer Recognition
● Election Results
● Oath of Office
● Adjournment
2020-2021 WACAC Executive Board
YEAR IN REVIEW

● 10 WACAC Wednesdays
  ○ Including a series for Public School Counselors

● Attendance ranged from 25 to more than 100

● Have garnered more than 100 views on our “I Am WACAC” Channel

More to come in Fall 2021
YEAR IN REVIEW

● Virtual Share, Learn and Connect
  ○ Feb 17th and Mar 10th
  ○ More than 400 people registered
  ○ Included Compton Unified Counselors that participated in 2020 District Directions

SHARE, LEARN AND CONNECT

■ Partnered w/RevPrep
■ More than $12k in revenue
YEAR IN REVIEW

- Government Relations & Advocacy Committee
  - More than 90 members on GRAC committee
  - Sub-committees

- Engaged lobbying firm Greenberg Traurig, LLP
  - 1st Nevada Legislative Conference

- Monthly meetings w/lobbying firms
YEAR IN REVIEW

● Continued partnership Capitol Advisors Group
  ○ Virtual California Legislative Conference

● Issue Town Hall: FAFSA/CADAA Requirement?
  ○ Val Verde USD
  ○ > 100 attendees
  ○ Inter-Association
YEAR IN REVIEW - College Fairs

- 4 Virtual Fairs in the fall
- Partner w/StriveScan
- Revenue sharing model
- >$30K in revenue
YEAR IN REVIEW - College Fairs

SPRING VIRTUAL COLLEGE FAIRS

VIRTUAL TRANSFER COLLEGE FAIR
FREE!
OVER 200 COLLEGES

MAY 12TH • 4PM - 8PM

CALIFORNIA & NEVADA STUDENTS

Register for the fairs at http://strivescan.com/wacac
For more information visit http://bit.ly/WACAC21
YEAR IN REVIEW - College Fairs

WACAC Northern Nevada College Fair
Sunday, October 24, 2021 (tentative)

WACAC Southern Nevada College Fair
Thursday, October 28, 2021

Targeted Virtual Fairs in Fall and Spring
Planning for In-Person Fairs in California in Spring 2022
YEAR IN REVIEW - Communications

FEATURE FRIDAY
For the next few Fridays, WACAC will feature one of its members to share some advice with other members in the profession.

What is your favorite part of being a member of WACAC?
I really enjoy networking, working with us national leaders, and attending the annual conference and state meetings. WACAC is also a great organization to work for as I have the opportunity to work with many talented professionals.

What advice would you give others who are interested in a position like yours?
Be willing to try new things and learn from others. Be open to feedback and never stop learning. WACAC is a great organization to help you grow professionally.

ANNOUNCEMENTS

Governing and Nominations Committee
Thank you to everyone who voted in our WACAC Elections this spring, and especially to our candidates for all their hard work. Voting is now closed, and results will be shared on the WACAC Annual Membership Meeting on Thursday, May 20 at 12:00pm PDT. Learn the results!

Do you still register for the conference?
As you may have heard, we are still accepting registrations for the conference. If you are interested in attending the virtual conference, you can still register here.

Nominations closing date is 4/19
Nominations for the 2022-2023 WACAC Board of Directors are now open! Nominations are due on Friday, April 19 at 5:00pm. Learn more here.

THANKS TO OUR SLG PARTNERS
Thank you to our SLG partners for their support:

New Blog Post Available
Transfer College Fair is next week!
Send your WACAC-voice!

WACAC Connection

IN THIS ISSUE
May 5, 2021

- Governance and Nominations Committee
- You Can Still Register for the Conference
- Government Relations & Advocacy Committee (GRAC) Update
- ECO Art Host Committee Update
- Thank You to Our SLG Participants
- New Blog Post Available
- Transfer College Fair is Next Week!
- Send Your WACAC-voice!
YEAR IN REVIEW - Membership

WACAC MEMBERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-2017</td>
<td>2154</td>
</tr>
<tr>
<td>2017-2018</td>
<td>1975</td>
</tr>
<tr>
<td>2018-2019</td>
<td>1894</td>
</tr>
<tr>
<td>2019-2020</td>
<td>3108</td>
</tr>
<tr>
<td>2020-2021</td>
<td>2502</td>
</tr>
</tbody>
</table>
## 2020-2021 Membership

<table>
<thead>
<tr>
<th>Member Type</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Year/Community College</td>
<td>21</td>
<td>1%</td>
</tr>
<tr>
<td>4 Year College/University</td>
<td>608</td>
<td>24%</td>
</tr>
<tr>
<td>Business</td>
<td>28</td>
<td>1%</td>
</tr>
<tr>
<td>Community Based/Not-for-Profit Organization</td>
<td>60</td>
<td>2%</td>
</tr>
<tr>
<td>Independent Educational Consultant</td>
<td>399</td>
<td>16%</td>
</tr>
<tr>
<td>Private/Independent High School</td>
<td>360</td>
<td>14%</td>
</tr>
<tr>
<td>Public High School/Secondary</td>
<td>960</td>
<td>38%</td>
</tr>
<tr>
<td>Retired</td>
<td>36</td>
<td>1%</td>
</tr>
<tr>
<td>Student</td>
<td>30</td>
<td>1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2502</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Tiospaye

- Native student group at the University of South Dakota is called Tiospaye.
- Tiospaye represents the concept of your extended family or relations.
- A student's experience in higher education must be centered on the relationships they find. This is at the center of student success.
- For you within in your own roles, who is your extended family on campus and how do students become a part of this network?

Beyond the Land Acknowledgement:

College “LAND BACK” or Free Tuition for Native Students

By Megan Red Shirt-Shaw
University of Minnesota

Policy Brief

Reflection:
- What is a bad acknowledgement without the land?
- What is Indigenous knowledge without access to the lessons we learn from the land?

Contention for Higher Education: American colleges and universities are mostly obligated to acknowledge the educational needs of Indigenous peoples and to face their ongoing system of power that perpetuates the repression and misuse of Indigenous peoples and their knowledge systems.
Day 2 - May 19th
Addressing Trauma

Advising Jewish Students - HS Perspective

- What does “fit” mean for a Jewish student?
  - Identity/values
  - Chabad/Hillel
- What if I’m “too” Jewish?
  - Revealing observance in short answers/essay
  - Explaining Jewish clubs & volunteer opportunities
- If you build it, will they come?
  - Chicken or the egg
  - Critical mass of observant students
- Resources
  - BJE’s College Guide
  - Student-led on-campus
  - UI - Jewish Learning Initiative on Campus

Day 2 - May 19th
Day 2 - May 19th
Day 3 - Wake Up w/WACAC
Thank You Volunteers
3-Year Budget Recap

- Used 2018-2019 to determine budget
- Had a mid-year budget adjustment
- Minimal Expenses in CF, PD, Conference
- Predicted some revenue from virtual events
# WACAC 3-Yr Budget Analysis

<table>
<thead>
<tr>
<th>COMMITTEES</th>
<th>BUDGET (Revised and Approved 02.08.21)</th>
<th>2018-19 FY BUDGET Recap</th>
<th>2017-18 FY BUDGET Recap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EXPENSES</td>
<td>INCOME</td>
<td>EXPENSES</td>
</tr>
<tr>
<td>ADMINISTRATION</td>
<td>145,000</td>
<td>0</td>
<td>147,000</td>
</tr>
<tr>
<td>ADMISSIONS PRACTICES</td>
<td>500</td>
<td>0</td>
<td>500</td>
</tr>
<tr>
<td>AD HOC</td>
<td>2,500</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>COLLEGE FAIRS</td>
<td>2,000</td>
<td>70,000</td>
<td>145,000</td>
</tr>
<tr>
<td>COMMUNICATION</td>
<td>4,800</td>
<td>0</td>
<td>6,000</td>
</tr>
<tr>
<td>CONFERENCE</td>
<td>19,100</td>
<td>74,000</td>
<td>200,000</td>
</tr>
<tr>
<td>DEVELOPMENT (Donations)</td>
<td>500</td>
<td>10,000</td>
<td>500</td>
</tr>
<tr>
<td>EXEC BOARD</td>
<td>10,000</td>
<td>0</td>
<td>111,500</td>
</tr>
<tr>
<td>GOV RELATIONS</td>
<td>22,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>IDEA</td>
<td>15,200</td>
<td>0</td>
<td>12,000</td>
</tr>
<tr>
<td>INTER-ASSOCIATION</td>
<td>1,000</td>
<td>0</td>
<td>500</td>
</tr>
<tr>
<td>MEMBERSHIP</td>
<td>2,000</td>
<td>80,000</td>
<td>0</td>
</tr>
<tr>
<td>NEVADA</td>
<td>2,000</td>
<td>0</td>
<td>2,000</td>
</tr>
<tr>
<td>NOMINATIONS</td>
<td>500</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>PROFESSIONAL DEVELOPMENT</td>
<td>1,000</td>
<td>10,000</td>
<td>0</td>
</tr>
<tr>
<td>TRANSFER ADVOCACY</td>
<td>1,000</td>
<td>0</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>229,100</td>
<td>244,000</td>
<td>700,000</td>
</tr>
</tbody>
</table>
2020-2021 Projected Expenses/Revenues

- ~$61k from Virtual College Fairs
- ~$12k from Virtual SLC's
- ~$100k from Virtual Conference
- ~$90L from membership

Assets as of 05.20.21
- Checking: $216,219
- Savings: $75,435
- Investments: $586,475

81% of the annual budget
Approved 2021-2022 Budget

Highlights:

● Approved Balance Budget for 2021-2022

● Return of College Fair Revenue

● Anticipated Increased Conference Revenue

● Increase in Membership

### 2021-22 FY BUDGET

<table>
<thead>
<tr>
<th>COMMITTEES</th>
<th>EXPENSES</th>
<th>INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADMINISTRATION</td>
<td>145,000</td>
<td>0</td>
</tr>
<tr>
<td>ADMISSIONS PRACTICES</td>
<td>1,000</td>
<td>0</td>
</tr>
<tr>
<td>AD HOC</td>
<td>1,200</td>
<td>0</td>
</tr>
<tr>
<td>COLLEGE FAIRS</td>
<td>90,000</td>
<td>260,100</td>
</tr>
<tr>
<td>COMMUNICATION</td>
<td>9,000</td>
<td>0</td>
</tr>
<tr>
<td>CONFERENCE</td>
<td>240,000</td>
<td>310,000</td>
</tr>
<tr>
<td>DEVELOPMENT (Donations)</td>
<td>500</td>
<td>7,000</td>
</tr>
<tr>
<td>EXEC BOARD</td>
<td>78,300</td>
<td>0</td>
</tr>
<tr>
<td>GOV RELATIONS</td>
<td>27,000</td>
<td>0</td>
</tr>
<tr>
<td>IDEA</td>
<td>15,200</td>
<td>0</td>
</tr>
<tr>
<td>INTER-ASSOCIATION</td>
<td>1,000</td>
<td>0</td>
</tr>
<tr>
<td>MEMBERSHIP</td>
<td>23,900</td>
<td>90,000</td>
</tr>
<tr>
<td>NEVADA</td>
<td>2,000</td>
<td>0</td>
</tr>
<tr>
<td>NOMINATIONS</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>PROFESSIONAL DEVELPMENT</td>
<td>85,000</td>
<td>53,000</td>
</tr>
<tr>
<td>TRANSFER ADVOCACY</td>
<td>1,000</td>
<td>0</td>
</tr>
</tbody>
</table>

**TOTALS**  

|                | 720,100 | 720,100 |
Ad Hoc Update

Ending June 2021

• Independent Educational Consultants Ad Hoc
  ○ Stacy Kadesh, Chair

• Public School Counselors Ad Hoc
  ○ Margaret Isied, Chair

• New Ad Hoc Approved: Language Access
The Language Access Ad Hoc Committee will serve the diverse membership of Western, by intentionally creating college counseling related programming, resources, and documentation for those who speak a language other than English. In addition, the committee will create a pipeline of human resources through mentorship and networking opportunities. Allowing for WACAC to become a resource for those communities who need access to postsecondary counseling but are limited by English language proficiency.

Julio Mata  
Committee Chair and Assembly Delegate  
Francis Parker School

Committee Members  
Nitzya Cuevas-Macias, Assembly Delegate  
Maureen Ruiz-Sundstrom, Harvey Mudd, Associate Director of Admission
The committee is dedicated to ensuring CBO Counselors are well represented within the organization as their expertise in college access is deeply aligned with WACAC's mission. We will work with current and former CBO members to better understand their needs, which will inform WACAC in engaging CBO members in the future.

Jenny Uribe
Committee Chair and Assembly Delegate
Cristo Rey High School San Jose

Barb Finley, Summer Search Bay Area, Oakland, CA
Fernando Martinez, Nicholas Academic Centers, Santa Ana, CA
Juan Carrillo, Boys and Girls Clubs of Central Orange Coast, Irvine, CA
Nitzya Cuevas-Macias, Downtown College Prep, San Jose, CA
(TERM ENDS JUNE 2022)
CBO Membership Survey Questions

- What do you value most from being a WACAC member as a CBO counselor?
- How can WACAC better serve CBO members?
- What factors contributed most to your departure? (former members)
- Is the cost of WACAC membership a barrier for your organization?

Themes

- **Value**: WACAC’s supportive community, PD opportunities, network with CBO counselors and college admission staff
- **Improve**: More of the same but delivered in a more structured and organized way, not limited to events
- **Barrier**: Membership fee is the underlying barrier preventing CBO counselors from joining the organization
Year 2 Initiatives

- **Connection**
  - Goal: Create and maintain a listserv to engage and connect with CBO members throughout the year
  - Lead: Fernando Martinez

- **Curriculum and Resources**
  - Goal: Curate a list of resources on the WACAC website for CBO members
  - Lead: Juan Carrillo

- **Professional Development**
  - Goal: Create a pipeline for CBO members to lead sessions at WACAC events
  - Lead: Nitzya Cuevas-Macias

- **Outreach**
  - Goal: Connect with like-minded organizations and encourage CBO counselors to join the WACAC community
  - Lead: Barb Finley
Community Based Organization

e) Not-for-profit community-based organizations which provide services only to students at the state or local level on an on-going basis for:

   (1) counseling
   (2) admission
   (3) financial aid
Special Election: FREE CBO MEMBERSHIP

May 14th: Executive Board votes to send to membership
May 20th: Membership notified of Special Election
June 1st: Special Election ballot sent to members
June 7th: Free CBO Membership Forum
Monday, June 14th: Voting Closes
Friday, June 18th: Vote Announced via email
WACAC Awards

Lauren Cook, Past President
Outgoing Board Members
Outgoing Board Members

- Esperanza Bernal
- Nikki Chun
- Catalina Cifuentes
- Gary Clark
- Lauren Cook
- Yvonne Hicks
- Margaret Isied
- Stacy Kadeshe
- Amy Krueger
- Samantha Schreiber
- Anna Takahashi
- Dewey Wilmot
- Elena Wong
Outgoing Board Members

TRANSFER ADVOCACY CHAIR
Esperanza Bernal
University of California, Berkeley

INCLUSION, DIVERSITY, EQUITY AND ACCESS CHAIR
Nikki Chun
California Institute of Technology

INTER-ASSOCIATION CHAIR
Catalina Cifuentes
Riverside County Office of Education

Gary Clark
University of California, Los Angeles

NEVADA INTERESTS CHAIR
Yvonne Hicks
Northwest Career and Technical Academy
Outgoing Board Members

PUBLIC SCHOOL COUNSELORS AD HOC CHAIR
Margaret Isled
Abraham Lincoln High School

INDEPENDENT EDUCATIONAL CONSULTANTS AD HOC CHAIR
Stacy Kadesh
Stacy Kadesh and Associates
College Consulting

MEMBERSHIP CHAIR
Amy Krueger
Oaks Christian School

DEVELOPMENT CHAIR
Samantha Schreiber
Milken Community Schools
Outgoing Board Members

Anna Takahashi
Eastside College Preparatory School

TREASURER
Alternate Assembly Delegate
Dewey Wilmot
Admissions Edge

Elena Wong

PAST PRESIDENT
Assembly Delegate
Lauren Cook
Jewish Community High
School of the Bay
Election & Voting Results

Lauren Cook, Past President
Election & Voting Results - Bylaws

WACAC’s Revised and Restated Bylaws passed by an overwhelming margin.

THANK YOU!
Election & Voting Results - President-Elect

Herbie Walker
Director of College Counseling,
Cristo Rey St. Viator
Las Vegas, Nevada
Election & Voting Results - Assembly Delegates

Cuca Acosta, UCSB

David Mills, ASU

Claudia Carroll, Santa Monica College

Lara Sandora, Menlo-Atherton HS
Presidential Oath & Message
Congratulations President Breanne Boyle
THANK YOU WACAC!

Hope to see you in Seattle!