

# Introducing WACAC:

The Western Association for College Admission Counseling

**SHARE, LEARN**  
— AND —  
**C**  **NNECT**

# In the beginning, there was



National Association for  
College Admission Counseling

The National Association for College Admission Counseling (NACAC) was founded in 1937, and represents a broad collection of over 15,000 enrollment management, admission, and counseling professionals who together support students seeking higher education.

Over time, the organization has expanded to include 22 smaller affiliates around the United States, and one affiliate for professionals who work internationally.

# Forming WACAC

WESTERN ASSOCIATION *for*  
COLLEGE ADMISSION COUNSELING

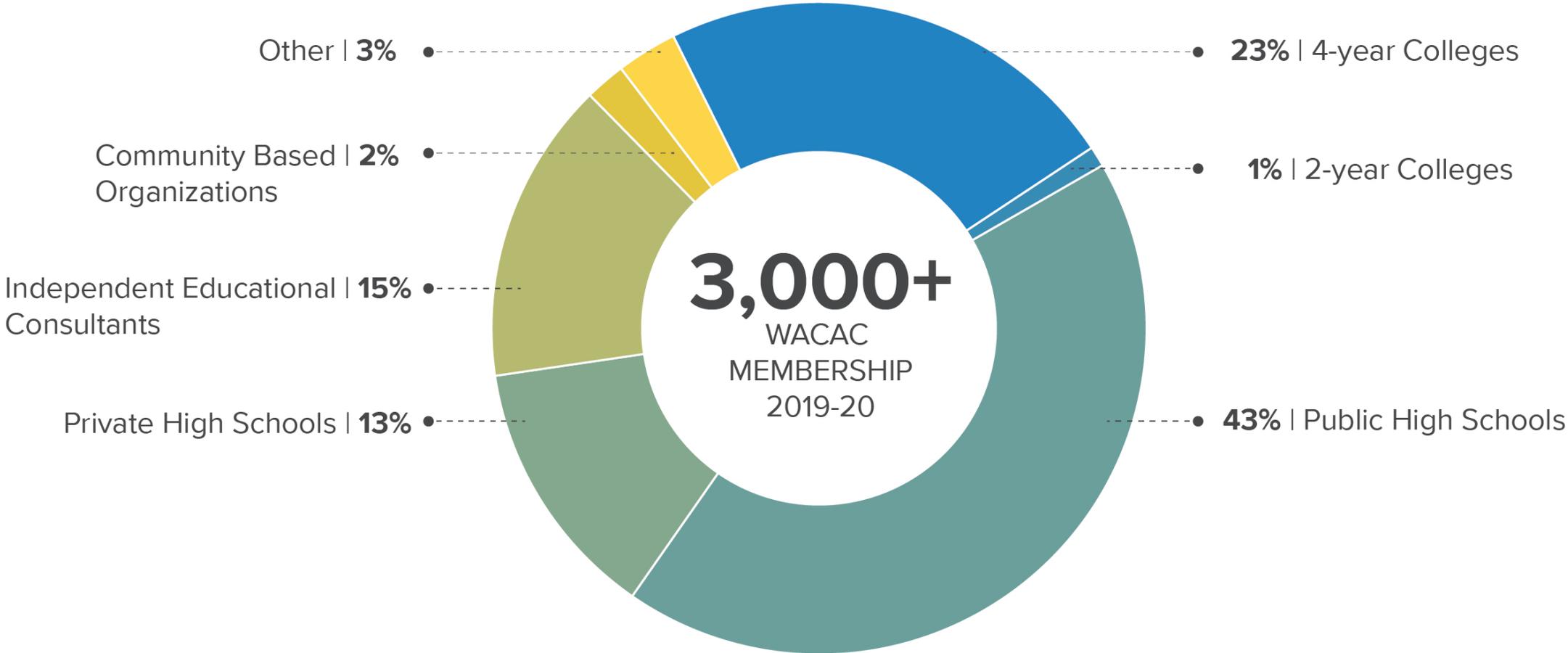
- In 1967, members of the Claremont Consortium received a request from NACAC to form a regional association on the west coast
- After some time and debate, Western came to be made up of the states of California and Nevada
- We received non-profit status in 1984
- Currently have just over 3,000 members - a record number!



WACAC is the only organization in California and Nevada that serves **all** professionals invested in the transition between high school and higher education.



# Current Membership



# Current Leadership

**President-Elect: Phil Moreno**

Dickinson College (regional)  
Conference Planning

**President: Lauren Cook**

Jewish Community HS of the Bay  
Organizational Oversight

**Past-President: Marc McGee**

Cal State Maritime  
Governance and Nominating



# Committees

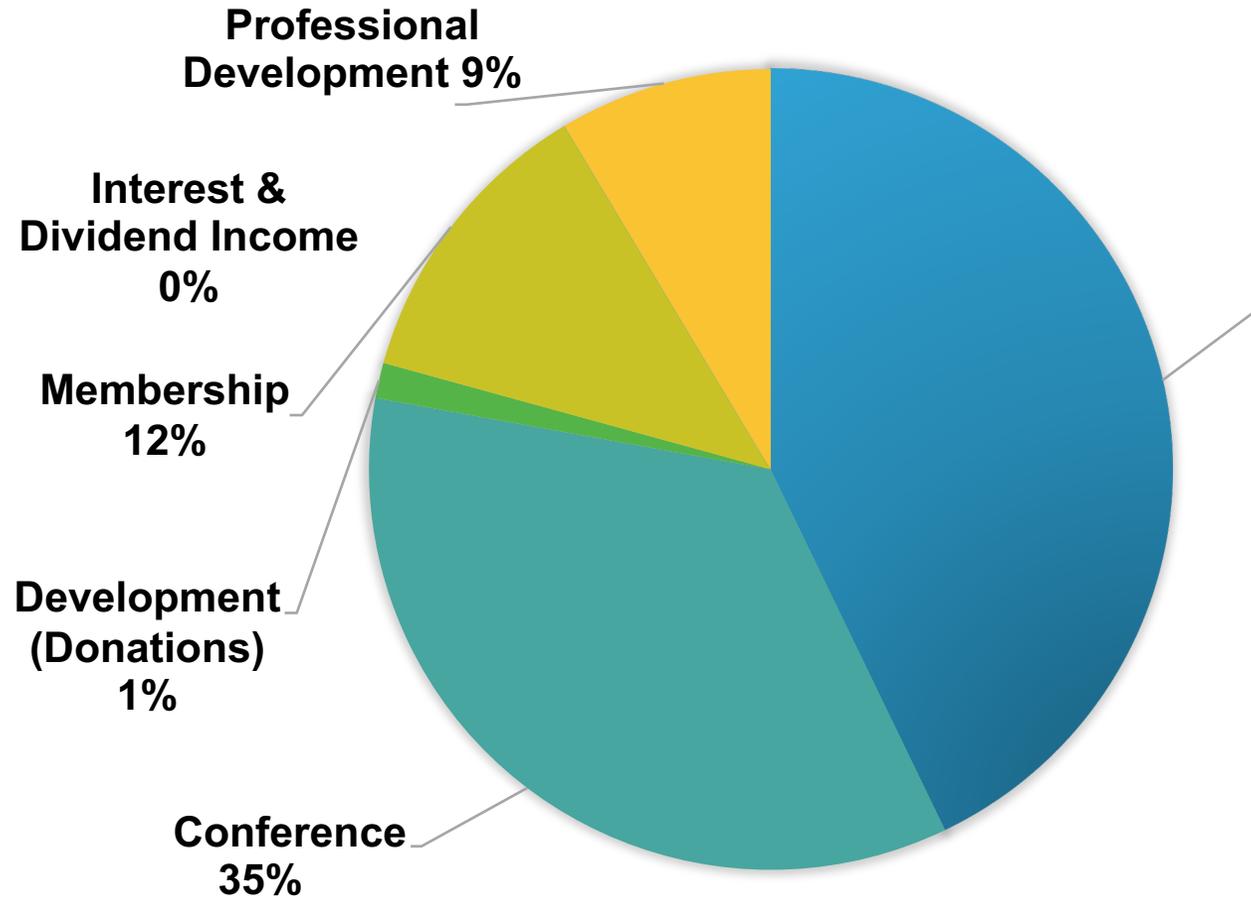


# Finances

- WACAC is a 501c3 member-directed organization
- We employ two paid staff members: an Executive Assistant and a Technology Coordinator
- Our annual budget falls between 700k-800k on average
- 75% of the budget is in reserves
  - best practices dictate that number should be between 50-100%*



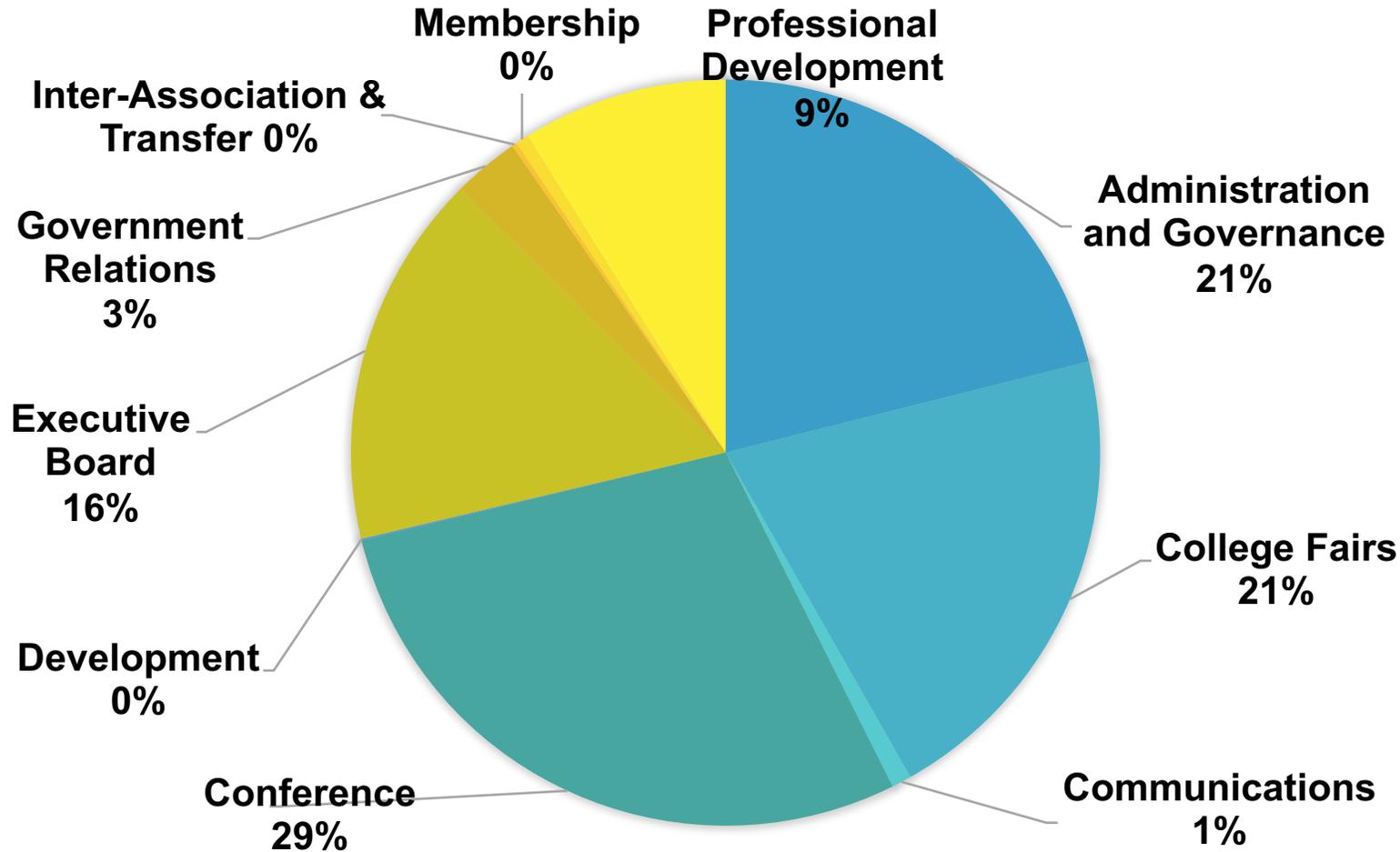
# 2019-2020 Projected Revenue



## Revenue

College Fairs	\$300,000
Conference	\$245,000
Development	\$10,000
Membership	\$85,000
Interest Income	\$0
Prof. Development	\$60,000
<b>Total</b>	<b>\$700,000</b>

# 2019-2020 Projected Expenses



## Expenses

Admin & Governance	\$147,500
College Fairs	\$145,000
Communications	\$6,000
Conference	\$200,000
Development	\$500
Executive Board	\$113,500
Gov. Relations	\$20,000
Inter-Assoc/Transfer	\$1,500
Membership	\$4,000
Prof. Development	\$62,000

**Total** \$700,000

# Strategic Planning: WACAC 2025



The Executive Board is currently working on a draft strategic plan based on results of a fall 2019 membership survey, Board discussions, and a Past-President focus group. The themes that have emerged are:

**Engage, Influence, Evolve**

# Strategic Planning: WACAC 2025



Each theme has specific goals within it, as well as more prescriptive actions. Example:

## Engage

- **Support, affirm, and empower all members**
  - Clarify a path to WACAC involvement, engagement and leadership
  - Expand Board representation to reflect all professional backgrounds and social identity categories
  - Create a more welcoming and effective community for IECs

# Strategic Planning: WACAC 2025



Want to know more?

Attend a “WACAC 2025” session at the Annual Conference in Long Beach, where we’ll discuss the results of the membership survey, dive into each theme, and take feedback before the plan is finalized this summer.

# Get Involved!

## ATTEND:

- Annual Conference
- College Fairs
- Legislative Conference
- Share, Learn, Connect
- NACAC National Conference

## PRESENT:

- At Share, Learn, Connect
- At the WACAC Annual Conference
- At the NACAC National Conference

## VOLUNTEER:

- For WACAC Events
- For a WACAC Committee
- Run for WACAC Assembly Delegate

Questions?

WACAC.org  
wacacadmin@wacac.org

**SHARE, LEARN**  
— AND —  
**C**  **NNECT**