

Introducing WACAC:

The Western Association for College Admission Counseling



In the beginning, there was



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.

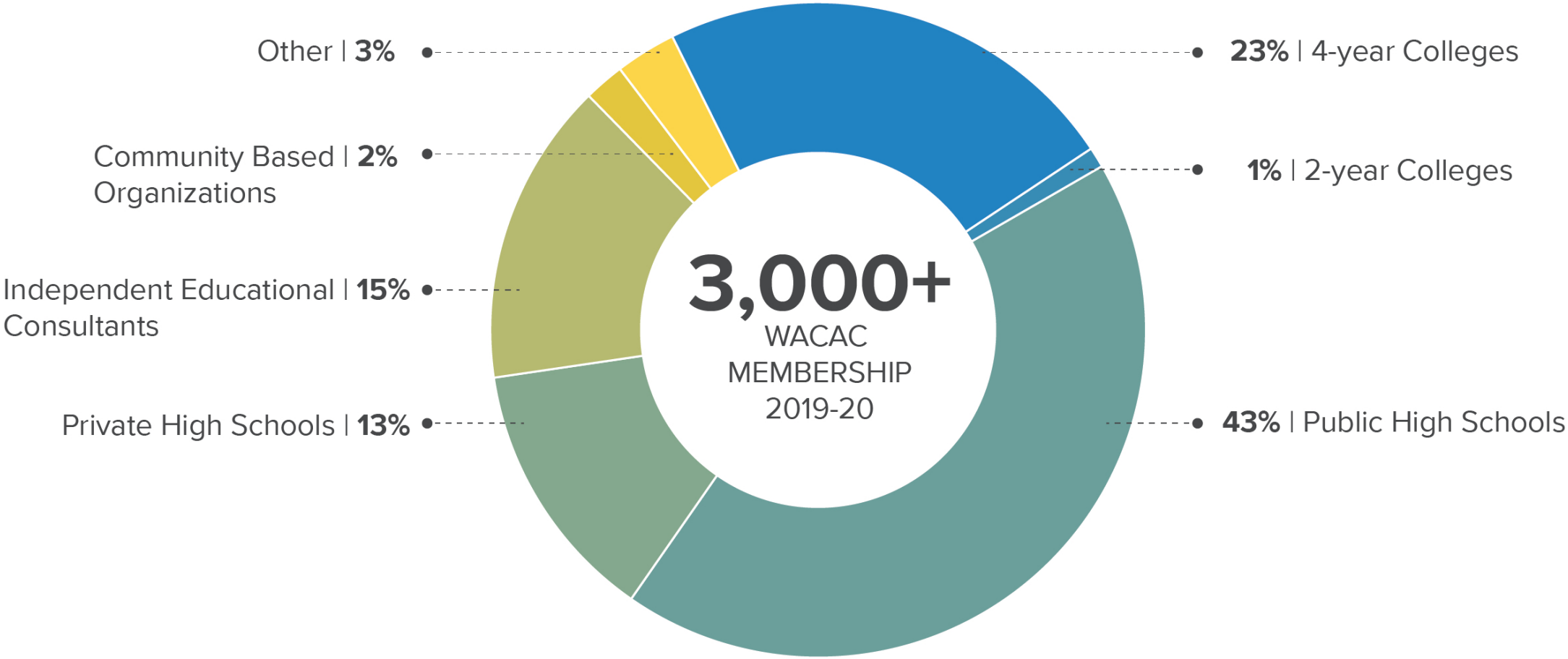


- In 1967, members of the Claremont Consortium received a request from NACAC to form a regional association on the west coast
- After some time and debate, Western came to be made up of the states of California and Nevada
- We received non-profit status in 1984
- Currently have just over 3,000 members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

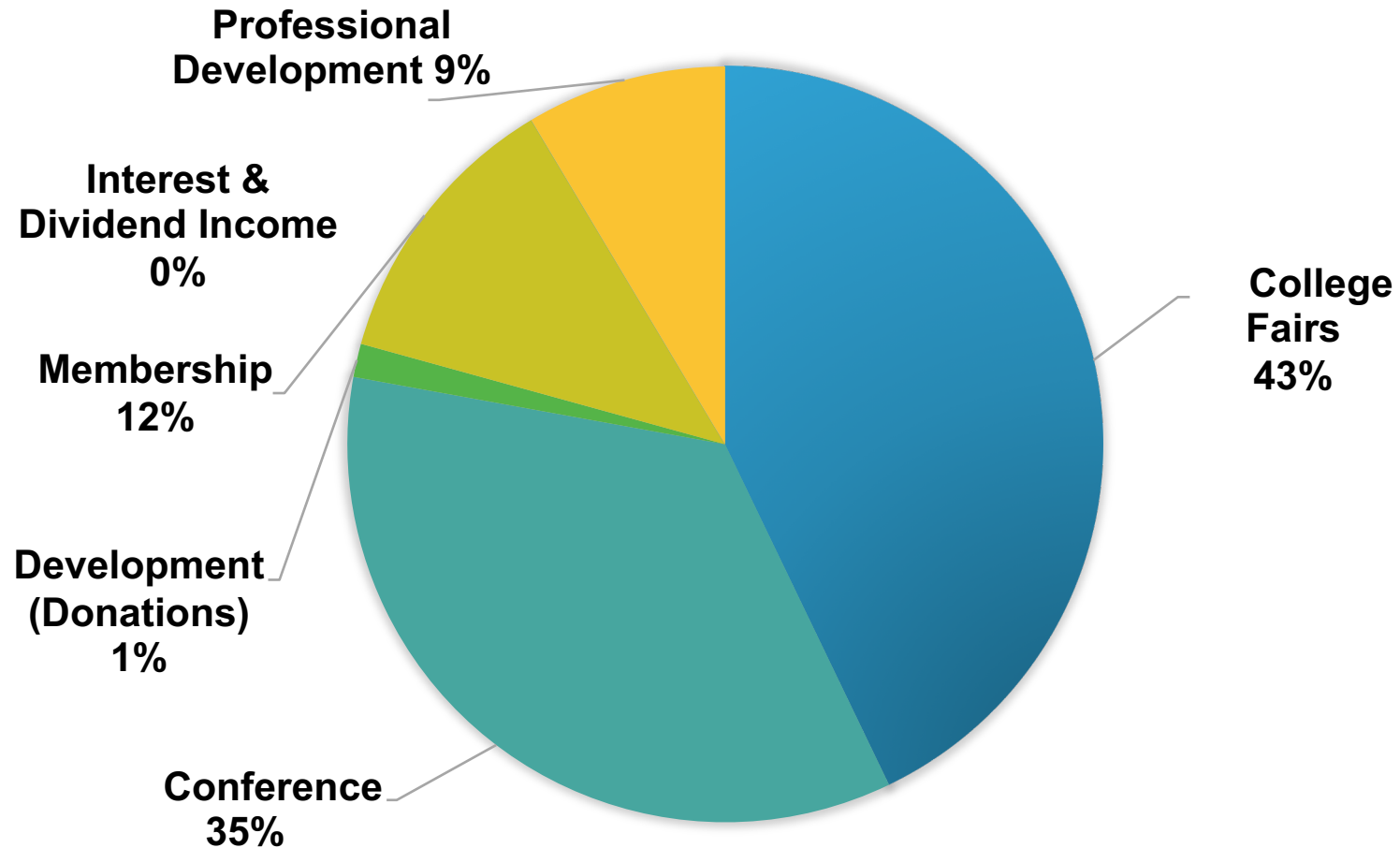


Finances

- 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%*



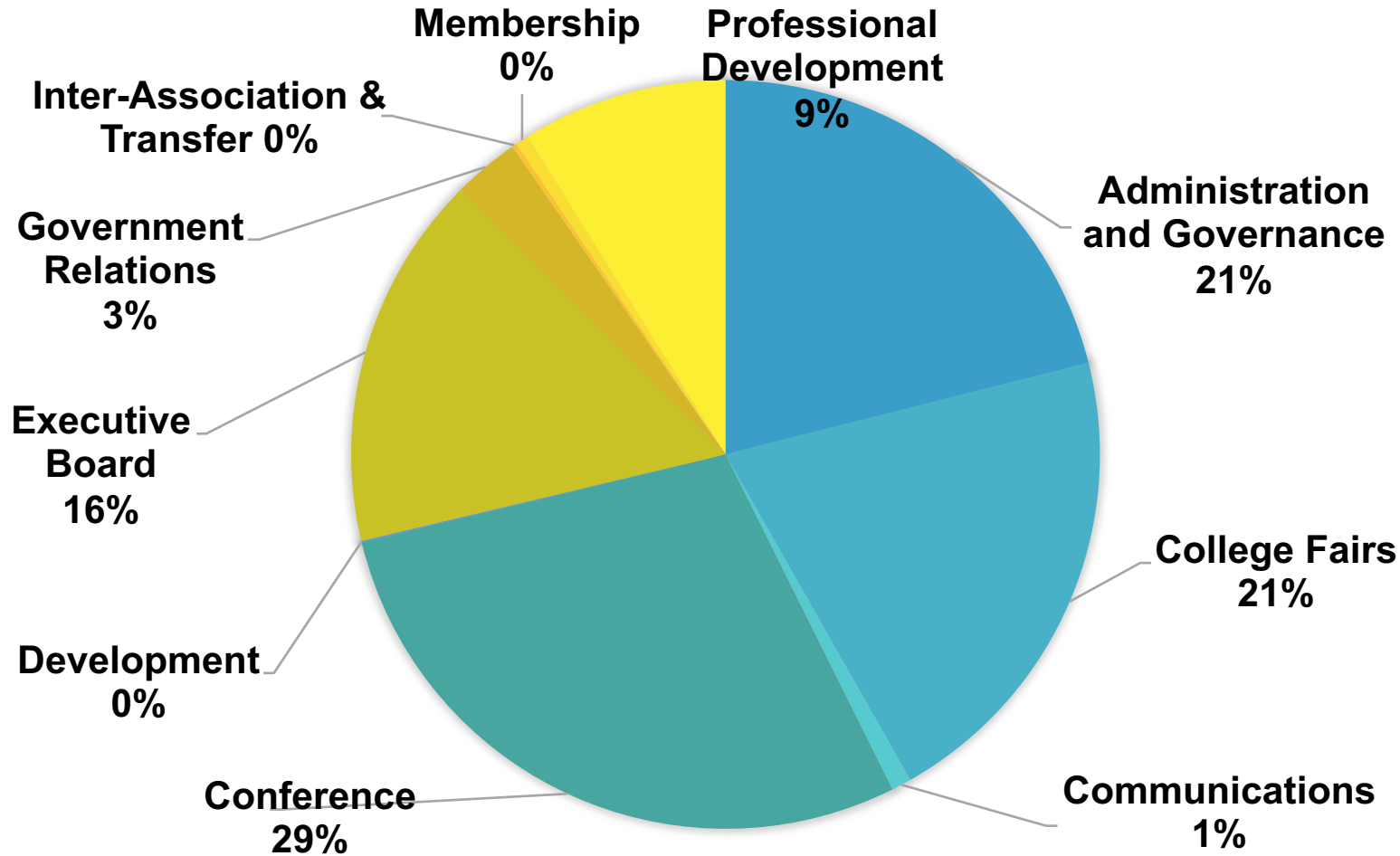
2019-2020 Projected Revenue



Revenue

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

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

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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