

MACAC Planning Retreat ~ January 23, 2009

Membership

- Communication Plan; right approach
- Change mindset
- Goals needed
- Alternative
- Fee Structure
 - Discount Student
 - Free Members?
 - Survey other S&R's
- Raffle Membership @ Promoting the Publics
- Gain access to promoting the publics database
- Reach out to influencers: Principals, etc.

Fiscal

- 501c3 status is in effect
- Explore options for grants outside of NACAC
- Hire an Accountant that acts as a consultant and is managed by the Finance

Committee

- Create Finance Committee; to be appointed by President
- Develop Policy Manual; utilize example from Texas S/R
- Donor letter through Executive Assistant
- Budget; Reserves; Establish Budget Committee independent of Treasurer;
- Sponsors/Donors need to be catalogued and known, liability insurance needs to be secured; task force may be needed

Program & Training

- Approach MACRAO regarding collaborating on New Counselor Workshop (College)
 - Discuss admissions ethics and practices
 - Call to volunteers
 - MACAC handbook information needs to be distributed to all members
 - Develop our own version of LDI/GWI
 - Preconference Workshops options need to be explored in addition to New Counselor Workshop (High School)
- Expand Prof. Dev. Committee to include Campus Cruise, Promoting the Publics,
- Develop a Promoting the Privates

Marketing

- Value of Membership needs to be better promoted and developed
- Look at our core purpose to begin
- Member versus greater community value
- Direct marketing to whom?
- Who is responsible for Marketing
- Branding

Website resources; improve clarity, collaborate, align look and feel of web and print materials

Board development

No term limits; those that are perceived as not adequately contributing need to be dealt with on an individual basis

New/Up & Coming members need to be consistently recognized

Implement a 1st timer's breakfast at conference

Call for volunteers ; special promotions pack

New to board

Keep manual up-to-date

More "meat" at transition meeting; LDI

President sends letter to all bosses for all chairs and e-board members

More strategic planning time for board, not just reports and updates

More collaboration between 3 presidents

Overnight Retreat? LDI

Task Force

Marketing/Technology

Executive Committee

Transition meetings

Nametags for meetings

LDI Retreat

Support recruitment for membership committee