

**MACAC Executive Board Meeting**  
**Friday, September 24, 2007.**

**In attendance: Mike Kolar, Lori Johnston, Patrick O'Connor, Mary Ann Newbill, John Ambrose, Andy Wright, Sheila Bailey, Karen Hager, LaJoyce Brown, Deanna Green, Mary Jo Dawson, Gretchen Parks, Shari Luck, Vicki Bass, Tory Parsons, Danielle Ralston, Austrine Hambrick and Tracie Jones.**

- I. Welcome: Everyone is asked to make sure their contact information is correct.
- II. Committee Updates:
  - a. National College Fairs:
    - i. Detroit: Nikole Ford is co-chair.
      1. April 17, 2008 Burton Manor, Livonia. They are still looking for a more centralized location.
    - ii. West Michigan: Lacey Otteman is co-chair.
      1. April 15, 2008.
      2. A thank you letter will be sent to all donors from the 2007 fairs.
      3. Due to the successes of past soliciting we are not soliciting donations for buses.
  - b. Admissions Practices: Shari Luck is co-chair.
  - c. College Day and Night Committee: Jacqui G. retired. Danielle Ralston volunteered to join the committee; they are always looking for more high school volunteers.
  - d. Public Relations: The board discussed the need for a Public Relations committee. They do serve as a centralized force. Perhaps a development/public relations committee would be a good transition.
    - i. Looking into updating the MACAC brochure.
      1. Increase size.
      2. Include events, website promotion, etc.
      3. Eva Dodd has the electronic version.
      4. We will look into have a graphic designer redo the brochure.
    - ii. The board all pitched in to help wrap candy bars.
  - e. Development: Only three committees turned in their Funding Source form. Please submit as soon as possible.
    - i. We have made a connection with Connect Edu. A meeting is set in Austin to pursue a relationship.
    - ii. 5/3 Russ Fuller is also being met with.
    - iii. Campus Door has offered to support the National College Fairs.
    - iv. Handbook: Mary Jo dusted off the MACAC handbook it was last updated in 2003. Mary Jo will review and update the handbook. Each elected position and committee chair is asked to review their page(s) for accuracy.
      1. Does anyone have an electronic copy?
  - f. Conference 2008: MACAC at the Movies; Creating the Stars of Tomorrow.
    - i. Save the date postcard will be at Promoting the Publics.
    - ii. Some of the items in the works; black tie dinner, Tiger game, River Queen, etc.

- g. New Counselor Workshop will be held April 23 at Lawrence Tech.
- III. Delegates:
  - a. Chris Lucier's potions will be filled by John Ambrose.
  - b. September 15 issue is a hot topic for Austin.
- IV. Finances: Lajoyce provided an update a few key points:
  - a. Send invoices to her as they come in, please do not wait.
  - b. If you have checks for MACAC send them in as soon as possible.
  - c. MACAC's C.D.s reached maturity, we rolled them over into new C.D.s
  - d. The MACAC checkbook and debit card were stolen. Luckily the bank realized the suspect was not Lajoyce or someone they recognized from MACAC and prevented a large loss. The suspect did use the debit card at a few gas stations, the bank reimbursed the money. The money has been transferred to new accounts. Lajoyce is working with the police.
  - e. Overall, membership is a little down. Lajoyce provided all the numbers.
- V. National Conference: Austin will be attended by several members of E-board and MACAC,
  - a. Michigan is hosting a reception on Thursday.
- VI. MME Workshops: The PowerPoint is complete. The presentation will be given in several geographic locations. .
  - a. 1100 counselors have signed up.
  - b. The membership form will be included in the handout.
- VII. Technology/Website: Looks great! We still have an issue on who will maintain the website.
  - a. Deanna suggested one contracted person, perhaps Betsy. To date Deanna has been making the updates.
- VIII. Newsletter: MACAC is looking to streamline the Muse into a formal newsletter for MACAC. A two page quarterly publication designed by an outside contracted service.
  - a. A mock-up was provided from 1234 Design. The original mock-up was \$300.00 all subsequent newsletters will ne \$150.00 (2 pages).

**NEXT MEETING:  
October 19, 2007  
Okemos High School.**