LAST MEETING:
Date and Time: 02/20/15 at 9:00 AM
Location: Prince George’s Community College
Attendees: J. Goldman, E. Humphrey, D. Peabody, J. Gers
Adjourned: 12:30 PM

Agenda

1. Call to Order at 9:13
   a. Introductions
2. Review of Agenda/Approval of Minutes January 10, 2015
3. President’s Report – J. Goldman
   a. MASSP Partnership—more SC duties and less non-SC duties
      i. Newsletter article offered
      ii. Executive Director as a contact in MSCA
   b. Lauryn’s Bill Update, PD suicide prevention (SCs should understand and intervene)
      i. SCs are responsible for the prevention of suicide of our students
      ii. Bill was put together to require training for SCs on suicide prevention
      iii. Amendment included college and career readiness, but was not presented
      iv. Didn’t pass the House, but passed the Senate
      v. Outcome: CEUs instead of required credit
      vi. From Eunice: MSCA Board members should reach out support individual counselors going through tough situations
      vii. From Ed: What structure can we put in place to help the Board know of SCs who need to be reached out to
   c. ASCA meeting with VSCA and DCSCA
      i. Using ASCAs membership database instead of individual states’ having their own
      ii. Contracted conference planner
   d. Way 2 Go Maryland
      i. College knowledge sharing—one individual who travels around the country
         1. Targets middle school through 10th grade
         2. Can they present at our conference
         3. Have a website students can access and do college planning
4. President Elect’s Report – E. Humphrey
   a. Professional Development is the theme
   b. Want to increase membership—want to answer the question, why should I join?
   c. Building the members only section of the website
   d. Theme for next year: “What’s in Your Toolbox”
   e. Graduate conference—committee with Nancy heading
      i. Wants to get more states involved
   f. Book sales
      i. Selling ASCAs books
      ii. Dan will reach out to ASCA to find out how that works
   g. Eunice’s vision for this year:
i. Increasing Professional development
ii. Membership
iii. Advocacy

1. If SCs can’t get away from certain duties, making the most of it from a counseling perspective
   a. 2 sides, focus on collaborating
   b. From Robin: during a conference, have a session on empowering SCs with saying “no” to administrators
   c. From Jeremy: comes down to educating the principals on the duties, roles, and how to evaluate SCs
   d. From Ed: WIFM—what’s in it for me from an administrator’s point of view

5. Treasurer’s Report –
   a. Expected to get $11000 in membership dues—over by $2000
   b. Expected to get $600 from grad and Trish—over by $1200
   c. Expected to get $12000 from conference—under by $350
   d. Expected to get $0 from gala—over by $3000
   e. Still on budget

6. Post-secondary VP – N. Carlson
   a. Kept in contact with other counselor educators
   b. Focus on building for the next grad conference
   c. From Jeremy: ASCA will help with advertising and collaborating

7. Secondary VP – J. Gers
   a. APs are done

8. Middle VP – E. Reed
   a. Looking at ways to promote membership
   b. Increasing the face value of membership
   c. End-of-year social planning

9. Elementary VP – J. Hitchcock
   a. No report

10. Committee Reports
    a. Recognition
        i. SCOYs
           1. Every year from 2016 on, one SC will go to the White House for recognition
           2. Top three go to Annapolis for panel interview
           3. One SC selected to go to the White House
        ii. Committees are needed for next year and moving forward
            1. Newsletter
               a. 3 Newsletters a year
               b. Each has a theme
            2. Conference/Gala
               a. Program
               b. Invitations
            3. RAMP Camp
               a. August 4th
               b. In the future, April or May and maybe MSCA could offset the RAMP fee cost
            4. MSEA presentation
               a. In Ocean City
               b. October 16 and 17
               c. Conference pays for hotel and transportation
               d. Eunice would like 4 different presentations—keep topics broad and not SC specific

11. Conference Follow-up
    a. People overall were happy with it
    b. T-shirts
    c. Advocacy
    d. Professional Development
i. Conference
ii. NBCC Contact hours
e. Public Relations – D. Peabody
   i. Sponsorships and Exhibitors
   ii. New things this year
      1. 14 Vendors this year = $125 per table
      2. 4 Conference sponsors = $2600 total—gold sponsors got logos on the bags and the MSCA homepage—moving towards and ongoing sponsorship/partnership relationships
   iii. Need more people for the committee—deadline oriented and organized
      1. Richard and Ed interested
iv. National Guard—personalization
v. MACC—meeting locations
vi. Mailing list access—Sponsorships are different from ongoing partnerships
      1. Opt-out option
      2. ASCA has a disclaimer for sponsors saying they can deny access if not in members’ best interest
      3. Motion from Ed Reed—to make our membership database available to our cooperate sponsors and partners
         a. Jeff Walker seconds
         b. Discussion closes
         c. Call for questions—Vote 5:3—motion passes
      4. Motion from Dan Peabody: Contact Info Sharing w/ sponsors should be limited by:
         a. Contact information will be email only
         b. Every member will have an opt-out option
         c. MSCA reserves the right to deny requests deemed contrary to the best interests of the membership
      5. Jennifer Hitchcock seconds
      6. Discussion closes
      7. Call for questions—Vote passes unanimously
f. Elections –
g. Bylaws –
   i. Updates passed unanimously, haven’t heard back from ASCA, though
   ii. Big updates—no association with MCA and addition of the regional reps
h. Membership – J. Gers
   i. From Jeremy—By county, definitely growing
   ii. Update WA with all accurate information—possibly splitting up the membership to update
i. Technology/Communications – W. Marchione
   i. Last April hits 1200, this April hits 2000
   ii. Home page, Spring Conference, and Members Only sections are the most popular
   iii. Store, 122 visits, no purchases
j. Social Media – S. Ford
   i. Continues to grow
   ii. Most log-ins at night
   iii. More followers on Twitter (1,096) than Facebook
   iv. Following 201
   v. 1,700 Tweets
   vi. Sonya stepping down as the social media chair and is interested the newsletter chair
k. Regions
   i. Principal breakfast by region
   ii. Back to school mixer socials by region in October—possibly spreading out throughout the school year
   iii. Sept 30-Oct 2 Western MD conference
   iv. Need to get public school counselors to NACAC
   v. Southern
   vi. Eastern
vii. Northern
viii. Central
ix. Western

12. For the Good of the Group
   a. 1 application for the Middle School VP is in—Jeremy will create the ballot tonight
   b. How many meetings next year—leave it at 5
      i. August 4th—RAMP Camp
      ii. August 15th
      iii. September—no meeting
      iv. October 16-17—MSEA
      v. October 24th—grad seminar
      vi. November 14th
      vii. December—no meeting
   viii. January 9th
   ix. February 5th—Gala
   x. March 12th
   xi. April 15th—Spring Conference
   xii. April 16th—Possible second day of spring conference
   xiii. May 14th
   c. Budget for 2015-2016
      i. Motion from Ed Reed to accept the budget
      ii. Jennifer Jones seconds
      iii. Call for questions—vote—unanimously passes

13. Adjournment
   a. Motion to adjourn by Dan
   b. Seconded by Eunice
   c. Call for questions—vote—unanimously passes