

# 2010 - 2011

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*New England Association for College Admission Counseling*



## *Annual Report*

*presented to the General Membership June 9, 2011*



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## **Executive Board**

### *President*

Anne Richardson, Kents Hill School [ME]

### *Past President*

David Hautanen, Northeastern University [MA]

### *President Elect*

Amy Cembor, Wheaton College [MA]

### *Vice President*

James Richardson, Holy Cross [MA]

### *Secretary*

Janet Ferrari, The MET School [RI]

### *Treasurer*

Robert MacLellan, Hebron Academy [ME]

### *Treasurer Elect*

Jon Westover, UMASS Amherst [MA]

### *Executive Administrator*

Lynne O'Shaughnessy, NEACAC

## **Assembly Delegates**

David Hautanen, Chief Delegate

Lisa Barrett	Matthew Lane
Madeleine Bergstrom	Donna Lyons
Anthony Berry	Kathryn Moody
Helen Burke Montague	Kelly Montrym
Julie Cairns	Brenda Poznanski
Tony Carberry	Marguerite Raymo
Amy Cembor	Anne Richardson
Jason Cloutier	Cicily Shaw
John Hamel	Mario Silva-Rosa
Caroline Higgins	James Tweed
Cindy Jacobs	Jon Westover

## **Alternate Delegates**

Kirk Daulerio                      Patience Fanella

## **Committee Chairs**

### Admission Practices

Laura Frey, Vermont Academy [VT]

Sara Ramirez, Emerson College [MA]

### Annual Meeting and Conference

Kelly Montrym, Boston College [MA]

Andrew Rosabianca, Northeastern University [MA]

### Articles of Incorporation and Bylaws

John Lintner, Kent School [CT]

### College Fairs

John Hamel, Suffolk University [MA]

### Communications

Nakia Noble, Fairfield University [CT]

### Current Trends

Brenda Poznanski, Bishop Guertin HS [NH]

### External Relations

Christine Scafidi-Luzi, Lasell College [MA]

### Finance

Raul Fonts, Providence College [RI]

### Government Relations Advisory

Danielle Nash, Greenwich HS [CT]

### IDEA (Inclusion, Diversity, Education and Access)

Matthew Lane, Hopkins School [CT]

### Member Services

Sherri Geller, Gann Academy [MA]

### NECBAC Member at Large

Ralph Tavares, Salve Regina University [RI]

### Nominating

Robert Bardwell, Monson HS [MA]

### Professional Development

Liz Cheron, Northeastern University [MA]

### Technology Services

Abby Motson, University of Alabama [AL]

### Two Year Colleges

Lisa Barrett, North Shore Community College [MA]

## **Summer Institutes**

### ***Summer Institute***

Anthony Berry

Courtney Skerritt

### ***ASSCSI***

Kelly Richards

Amy Cembor



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## **President's Report**

***Submitted by Anne Richardson, President***

As President of the New England Association for College Admissions Counseling, I am pleased and proud to submit this Annual report on the work of this office and of the Association.

As President, one of my duties is to sit on the NACAC Affiliate Presidents' Council. I attended the National LDI in July of 2010 and the Presidents' Council meeting in March. At the March meeting I lead a session entitled *Developing the Affiliate Leadership Team*, and at the National LDI, I facilitated a roundtable session entitled *Board Retreats and Leadership Training*.

This year, NEACAC has flourished, in great part because of the commitment of core groups of volunteers whose leadership, drive and hard work make NEACAC the successful organization that it is today. The Executive Board and the Governing Board continue to lead the organization, setting the example for the rest of the organization, and I thank them for their service this year. The many committees, including two Ad Hoc committees, are peopled with dedicated volunteers who have devoted hours of time to making NEACAC the best organization in New England for college counseling and admissions professionals. Of particular note is the work of our Executive Administrator, Lynne O'Shaughnessy, who models the professionalism, efficiency and talents of this organization.

NEACAC also remains on a sound financial footing, so sound that this year we were able to develop a reserve policy for NEACAC. We also developed several new policies for the Governing and Executive Boards that further protect the organization. It is to be hoped that by the end of June, we will have finalized our Articles and Bylaws, bringing us into compliance with NACAC.

This year has seen a tremendous growth in the quality and quantity of professional development programs offered throughout our six-state region. We have incorporated current technologies that further enable admissions and counseling professionals unable to leave the office to participate in our programs. The GRAC committee offered a brand new advocacy training program for counselors throughout the region, and three of us spent a day on Capitol Hill in Washington meeting with senators and congressmen from NH, MA and ME. Two Ad Hoc committees will be reporting in May on our Governance structure and on a new Leadership program for NEACAC. In addition, the Make A Difference Fund – a grant program for NEACAC members for new programs and training – was launched in late May.

As my year draws to an end, I celebrate the progress that NEACAC has made this year, and look forward to the progress and initiatives that lie ahead. Now, more than ever, NEACAC's services and resources are needed in our burgeoning and busy professions. Thank you for the opportunity to serve as NEACAC's president this year; it has been an honor and a privilege.

## **Past President's Report**

***Submitted by David Hautanen, Past President***

I am pleased to offer a report on my activities as NEACAC Past-President for 2010-2011. It was a busy year. After passing the gavel to Anne Richardson at the 2010 Annual Meeting and Conference I enjoyed a few weeks of NEACAC downtime before participating in the NEACAC Executive Board Retreat in late June. I then attended the July NACAC Leadership Development Institute held in Dallas, Texas where I participated in the required sessions, including the "flash mob" dance class, and presented a session on training Assembly Delegates to the Past Presidents class. I also completed my service as chair of the NACAC Rising Star Committee. I am pleased that New England members fared quite well in the process. The final summer activity was the August NEACAC Leadership Development Institute hosted by the University of New England.



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## **Past President's Report, *continued***

During the fall it was a pleasure to serve as Chief Delegate of the NEACAC Assembly delegation. This included ensuring that all our 25 delegate seats were occupied, that delegates were well prepared for 2010 Assembly in St. Louis, Missouri, and attend all required delegate events. I am happy to share that our delegation - which is the largest along with the Southern ACAC - was fully seated, and they all served our profession well. The final responsibility in this area is to prepare for the 2011 Assembly Delegate training session being held at the Annual Meeting and Conference at Stonehill College.

I also contributed to the business of the Assembly. On behalf of Steve McGrath, NH TRIO Programs, and in collaboration with the NACAC National Office I wrote a motion for consideration by the Assembly. The motion asked the NACAC Board of Directors to review the eligibility requirements for standardized testing fee waivers and report back to the Assembly. I am pleased to share that the motion with the co-sponsorship of NYSACAC and SACAC passed unanimously. In preparation for Assembly I also chaired the affiliate Chief Delegate meeting at the conference.

Over the course of the year I continued work on the ratification of our proposed Bylaws and implementation of our new Articles of Organization. This included the petition to the Commonwealth of Massachusetts to ratify the 2010 Bylaws vote, preparation for the postponed Mid-Winter Membership Meeting and preparation for the vote at the June Annual Meeting.

I attended and contributed to all Executive and Governing Board meetings, provided copy for e-blasts and newsletters, and served on the Nominating Committee in preparation serving as chair during 2011-2012.

Finally, it has been an honor and pleasure to serve in the NEACAC presidential cycle. NEACAC is viewed as a leader among NACAC affiliates and I want to sincerely thank everyone for their support, commitment to our mission, and their work in service to our members and our profession.

## **President Elect's Report**

***Submitted by Amy Cembor, President Elect***

The President-Elect year is a learning and listening year in the Presidential cycle. I have been absorbing all I can in preparation for next year, while working closely with the Executive Board and several committees (standing and ad hoc) to support their work and move agenda items forward.

In 2010-2011 I have:

- o Served as the Executive Board Liaison to the Annual Meeting and Conference Planning Committee
- o Attended the planning committee meetings
- o Supported the co-chairs in their work with various logistical and programmatic details
- o Served as the Executive Board Liaison to the External Relations Committee
- o Served as an unofficial liaison to the Finance Committee
- o Served as the Executive Board Liaison to the Ad Hoc Committee on Governance



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## **President Elect's Report, *continued***

In 2010-2011 I have attended:

- o Executive Board Retreat
- o NACAC LDI
- o NEACAC LDI
- o NACAC Conference in St. Louis
- o NACAC President-Elect Affiliates Meeting
- o E-Board and Governing Board Meetings
- o NEACAC Annual Meeting and Conference

Finally, in 2010 I appointed the following new Committee Chairs:

- o Admission Practices- Karen Pelligrino
- o Annual Meeting and Conference Co-chairs- Andrew Rosabianca and Rebecca Allen
- o Bylaws- Chizu Shiono
- o Current Trends- Kendra Lider-Johnson
- o Communication Services- William Jack
- o Member Services- Karen Gerior-Mariani
- o Technology- Abby Motson
- o Two-Year Colleges- Karen Lavoie
- o Summer Institute- TBD

We've accomplished great work together this year and have a lot to look forward to in 2011-2012. I am grateful for the opportunity to serve, and am happy to support the work of our volunteer leaders.

## **Vice President's Report**

***Submitted by Jim Richardson, Vice President***

It was both an honor and a pleasure to be asked to serve the Association as the Vice President on the Executive Board for the 2010-2011 term. I thoroughly appreciated having the opportunity to make an impact on the Association's policies and procedures, and along the way have enjoyed the exchange of ideas, discussion, and at times lively debate over various issues and the business at hand. I firmly believe the collegiality, professionalism, relationships and *friendships* we all have by virtue of being involved in NEACAC are unmatched in any other industry.

While serving in this role I also acted as the Executive Board liaison to both the Professional Development and IDEA committees. Both committees were led by outstanding professionals who had the energy, commitment, creativity and enthusiasm their respective committees demanded. It was a pleasure to serve as their "sounding board" at times, and their communicator / liaison at others. It was tremendously rewarding to see HRDA develop into IDEA under the leadership of Matt Lane (Hopkins School - CT), and to see programs such as "Counselors in Conversation" come to life, and "Career Colloquium" reach greater heights under the poised direction of Liz Cheron (Northeastern University - MA).

It was certainly a rewarding year, but also a *fun* year. I planned the NEACAC General Membership Meeting *social hour* at the St. Louis NACAC, and was at other times known as the "fun and games guy" during LDI and the E-board retreat; I hope you all had as much fun over the last year as I did; thank you for the opportunity!



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## **Secretary's Report**

***Submitted by Janet Ferrari, Secretary***

This has been a fantastic year as Secretary! I have had the privilege of seeing the work that it takes to keep this organization running smoothly first hand, and am always amazed at the level of commitment I see everyday. From Articles & Bylaws to becoming a leader within our profession, NEACAC is on the path from “good to great”.

I also have also had the opportunity to work with both the Current Trends and the Two Year College Committees. It was great to learn more about both of these committees, and how important their work is to our day-to-day operations.

I begin my second term as Secretary honored to not only be nominated, but also extremely excited to continue to serve NEACAC for the next two years. This role has provided me with opportunities to give back to an organization that has given me so much. It has been incredible experience to get to know those on both the Executive Board, as well as those on the Governing Board. I look forward to meeting more of our General Membership within my next two years, and thank you again for all of your involvement.

## **Treasurer's Report**

***Submitted by Robert MacLellan, Treasurer***

Thanks to the hard of all of the committee chairs, NEACAC continues to be in sound financial shape. Highlights of the fiscal year are:

The opening of a TD Bank money market account. This account will be tied to our TD Bank checking account and will allow us to keep a lower balance in that account.

The creation of a reserve policy. After years of talking about our reserve account, NEACAC has adopted a policy that states the association must maintain at least 75% of its annual operating budget in reserve. Having this policy will finally allow the association to determine how much money it has on hand to give back to the membership.

The association continues to employ a bookkeeper. Without a bookkeeper, this association could not operate with just a volunteer treasurer.



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## **Treasurer Elect's Report**

*Submitted by Jon Westover, Treasurer Elect*

I have thoroughly enjoyed this past year in the role as Treasurer-elect. I had the opportunity to serve as a member of the Executive Board, as well as a member of the finance committee. This has allowed me to get a better sense of the inner workings of NEACAC, and prepare me for my role as Treasurer for the next two years. NEACAC is in great financial standing. In the next year we will implement a reserve policy as well as begin to further invest the association's money. This will provide the organization the opportunity to invest in programs that will support its members.

I look forward to serving the association and its members in the next two years as Treasurer, and as a member of the Executive Board. We have the good fortune of being in sound financial shape, while at the same time being able to support our membership and move the association forward in its goals.

## **Executive Administrator's Report**

*Submitted by Lynne O'Shaughnessy, Executive Administrator*

The past year was my 4th year as NEACAC's Executive Administrator. Some of the major annual activities I was involved with included College Fair registration and sponsorship solicitation for the college fair posters and bags, Student in Admissions Forum registration, publishing and soliciting sponsorship for NEACAC's Resource Directory, Career Colloquium registration, Ins and Outs registration, Annual Meeting registration, Summer Institute registration and ASSCSI registration. All of these programs require that I oversee the website editing and implementation of the online registration. My responsibilities also include assisting and working with the Nominating and IDEA committees to provide voting information and nominating information for NEACAC leadership, awards and scholarships. I also served on the Annual Meeting and Conference Planning Committee and Member Services Committee.

New responsibilities this year included planning the mid-Winter Social and Vote for the Articles. Postcards were mailed and the meeting was planned, but unfortunately the program was canceled due to inclement weather. Additionally, the new Membership Categories were implemented on the website. I worked closely with the Member Services Chair to make sure this information was live and enabled on the website by March 1. NEACAC also implemented a new Make a Difference Fund and I assisted the IDEA Committee Chair with the online forms for the grant. A new registration form was implemented for the AMC registration, allowing schools to register more than one person at a time. This was an extensive redo to the form and will help NEACAC save money on credit card charges, with people making one time payments for multiple registrants, instead of paying for each separately.

Day to day activities include providing timely customer service to NEACAC's membership and prospective members, as well as advertisers and sponsors of NEACAC. Tracking payments and invoicing members and sponsors for all programs throughout the year is another aspect of the job that happens on an almost daily basis. Additionally, the managing of the web site and making sure that information is updated regularly is an ongoing process. Overseeing all printing and mailing that is done by NEACAC has allowed me to establish a relationship with our various vendors and to learn the most cost effective and efficient way of doing business.

I enjoy communicating with NEACAC's members and leadership and look forward to the upcoming year.



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## **Admission Practices Committee Report**

*Submitted by committee Co-Chairs Laura Frey and Sara Ramirez*

The Admission Practices Committee continued to work on resolving reported incidents of infractions of the Statement of Principles of Good Practice. The number of allegations has continued to increase, primarily involving the May 1 deposit deadline. In addition, the Committee sought to educate the membership about the SPGP. A mailing regarding the SPGP was sent to the presidents of almost 200 New England colleges, and a session with case studies was presented at the 2010 NEACAC Annual Conference. For the fifth consecutive year, the Committee will conduct a session at the upcoming conference. The Committee also has a Power Point presentation, which was presented at three state counseling associate conferences this year.

## **Annual Meeting and Conference Committee Report**

*Submitted by committee Co-Chairs Kelly Montrym and Andrew Rosabianca*

The 2011 Annual Meeting and Conference Committee is comprised of a great mix of knowledgeable, experienced professionals and new, eager and enthusiastic members. This pairing allowed for fresh, new ideas to emerge along with a seasoned view to make those ideas turn into successful realities. We gathered as a group several times throughout the year to execute the planning of this year's conference.

The committee collectively took notes of previous evaluations and recommendations setting forth to provide a diverse series of programming, entertainment and recreation opportunities for the membership. This year, we offered four pre-conference options that allowed members to develop their talents in specific areas; Middle Management Workshop, Secondary School Counseling Close Up; Counseling the 2.0 Student, Asian and Pacific Islander as the Model Minority: Who Is Left Behind? and the 4<sup>th</sup> Annual Counselor Bus Tour. Conference attendees were able to choose from over 70 different workshop sessions, had the opportunity to volunteer their experience and knowledge to junior at a local high school, enjoyed yoga and the annual 5K Run/Walk and enjoyed the traditional Bingo game, along with two shows of live music. As an association, we were able to make sizable donations to the NACAC Imagine fund and the local community based organization, MY TURN through the sale of raffle and Bingo tickets.

The 2011 AMC Conference has over 600 registrants, and our committee is proud of the offerings and experience those attendees will have. We are looking forward to another great year in 2012!

## **Articles of Incorporation and Bylaws Committee Report**

*Submitted by committee Chairman, John Lintner*

This year has been a time of adjustment for the committee, adjustment because our initial plan for approval and implementation of revised Articles and Bylaws had to be changed. After hoping, last spring 2010, that we would pass new Articles of Organization through a petition to the Secretary of the Commonwealth of Massachusetts, we learned in November that a two-thirds majority at a meeting of our members is required. We plan, now, to conduct this vote at our Annual Meeting and Conference at Stonehill College in early June.



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## **Articles of Incorporation and Bylaws Committee Report, *continued***

Our efforts have been focused in two areas: (1) work associated with revising the Articles of Organization and the Bylaws and (2) work to establish and review several new policies that we have moved to the Governing Board for inclusion in the Association's policy manual.

About the Articles of Organization and Bylaws: David Hautanen took the lead in handling most of the work here. (Thank you, David.) Our lawyer, Jackie Henson, attempted to file a special petition to get the Office of the Secretary of the Commonwealth of Massachusetts to approve our Revised Articles, the version that was put up for vote in January 2010. We conducted an electronic vote in February 2010 resulting in 217 affirmative votes and no negative votes; however, this was not a sufficient number to pass them. We attempted, again, to petition the Secretary of the Commonwealth to accept the Revised Articles because of our good-faith effort. Unfortunately, the method of voting was not acceptable despite previous assurance from the Secretary's Office that it would be correct. We learned this in November 2010. Instead, we must resort to obtaining a two-thirds majority of those present at a meeting to change the Articles.

We had planned to hold a special meeting on February 2, 2011 to vote on the Revised Articles of Organization. That meeting was canceled because of bad weather. Now we plan to hold a special meeting to vote on the Revised Articles at a special time during the Annual Meeting and Conference.

About the Bylaws: We are still operating under the old Bylaws. The Revised Bylaws that passed last year at the Annual Meeting were to go into effect on March 1, 2011, provided that the Revised Articles were approved and accepted by the Commonwealth of Massachusetts. That did not happen. As a result, we will present a few small amendments to the (new) Bylaws and vote again at the Annual Meeting at Stonehill. We will do this after we pass the Revised Articles as explained above. The Revised Articles still must be accepted by the Commonwealth of Massachusetts before the change in Bylaws can go into effect. We plan for those two events to happen in sequence.

With regard to Policies: We were asked by President Anne Richardson to craft new policies on four topics: whistleblower, conflict of interest, document retention and destruction, and removal of a Board member. We drafted policies that largely followed models from NACAC and recommended them to the Governing Board at their November 2010 meeting. They were passed, and are now incorporated into the Association's policy manual.

As Chair I extend my gratitude to David Hautanen (Northeastern University) for all his work, particularly with discussions involving our lawyer to learn how to move forward. Likewise to Sherri Geller (Gann Academy), who has worked diligently for long hours to craft our new membership section of the Bylaws. Also, I thank the members of my committee: Chizu Shiono (Independent Counselor); Ronn Beck (Independent Counselor); Jon Westover (University of Massachusetts, Amherst); Joyce Vining Morgan (The White Mountain School); Abby Motson (University of Alabama); and Eric Secor (University of New Hampshire). Their thoughts, reflections, and their attention to detail have been most useful.



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## **College Fairs Committee Report**

*Submitted by committee Chairman, John Hamel*

This committee plans and executes all fall and spring college fairs at various host institutions around New England. We work on behalf of the organization to communicate and help assist various schools and other organizations that make themselves available to students and families at these events. Other committee members include Dan Connelly from Suffolk University [ MA ], as well as the on-site Chair at each participating institution.

This year we:

- o finalized the spring 2011 college fair schedule and posted it to the website in December, 2010. Participant registrations are ongoing.
- o established the fall 2011 college fair schedule on March 1, 2011. We worked with various sites to determine facilities availability and finalized the schedule accordingly. Berkshire Community College unfortunately was not able to host this year due to construction on their campus, however they intend to participate again next year. We still intend to discuss the possibility of additional future hosting sites, including Merrimack College, Fitchburg State University and Stonehill College for the spring, 2013.

Initiatives for the near and long term include:

- o Working more closely with potential host sites in central Massachusetts to explore alternatives for fairs. One example would be to contact Fitchburg State University to inquire if they were interested in hosting a fair. Currently Mount Wachusett Community College is one of the most expensive programs; we need to determine if there is an alternative with a competitive price in the same area.
- o Review spring 2012 host list; send letters to local schools in September to determine level of interest and support in holding a fair in their respective areas.
- o Discuss hosting an online fair for interested members. The committee would like to re-engage the Executive Board in discussion about this topic and explore this further as an option. We also would be in favor of revisiting the online proposal submitted by College Week Live; they remain an interested and viable option.

## **Communications Committee Report**

*Submitted by committee Chairwoman, Nakia Noble*

The Communications Committee is comprised of a Chairperson and, in 2010-2011, three volunteers. This committee is Chaired by Nakia Noble of Fairfield University [ CT ]; committee members include Jacinda Ojeda of Emerson College [ MA ], Mary Bellamy from Cape Cod Academy [ MA ] and Cicily Shaw of Boston Trinity Academy [ MA ] . The committee's goals for this year were to produce and maintain the distribution of the newsletter five times during the year, as well as a monthly e-blast. As well, another goal of the committee this year was to enhance the public relations effort.

We include among our accomplishments this year:

- o Ongoing training of the incoming committee Chairman, Bill Jack. Multiple conference calls with Bill were completed to discuss the role, procedures and duties that will immediately follow AMC. All archived items will be passed along to Bill at the Annual Meeting and Conference at Stonehill College.
- o The hiring of an AMC photographer. We spoke with the AMC site chairperson for photographer recommendations, and ultimately hired Rich Morgan. The next step will be to meet with Rich during AMC.
- o In an effort to increase the public relations effort, we sought out the advice of Teresa Valerio Parrott who will be providing us with a list of public relations firms to consider.



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## **Current Trends Committee Report**

*Submitted by committee Chairwoman, Brenda Poznanski*

Committee Members: Chris Webb, Bridgton Academy; Kendra Lider-Johnson, MEFA; Matt Petrarca, Suffolk University; Jim Tweed, Lasell; Kim Lamontagne, Bentley; Cheri Hurtubise, Simmons; Tom Walsh, Roxbury Latin; Joan Perrault, Notre Dame; Terry Ward, Winchendon; Wanda Suriel, Regis

The Current Trends Committee has had a very busy year. We started off the year with participating in a meeting at NACAC in St. Louis and taking some of the national trends and addressing them in New England. Our primary focus this year has been reconnecting college decision makers with the general NEACAC membership. The committee felt that many of the issues facing students in the admission process needed to be shared with key administrators.

When we met in the fall the committee decided to submit to the Annual Meeting Committee a proposal to rerun the Chief Enrollment Officers Open panel and we had a new idea to sponsor in conjunction with the annual Meeting the first (and hopefully yearly or every other year) Enrollment Managers Forum. The idea was to invite all upper level admissions officers to a program to discuss enrollment issues with a presenter that would woo them to the conference. The agenda allows for these participants to meet together, share in lunch and the NEACAC business meeting, conclude with the chief Enrollment Officers panel and participate in the social at the end of the day. The panel for Chief Enrollment Officers regarding current issues facing college admissions was submitted and accepted for the Annual Meeting Program. We are thrilled that this panel met with such great success last year and hope it will not lose its popularity this year.

The EM Forum at this point in time has over 25 attendees registered and looks like, with the help of the Current Trends Committee and the AMC Committee, is destined to be a true success.

We plan to submit an article for the Newsletter over the summer summarizing the event.

## **External Relations Committee Report**

*Submitted by committee Chairwoman, Christine Scafidi-Luzi*

External Relations work this year has focused on collaborating with the New England school counselor associations. This year's accomplishments include working with MASCA to exchange advertising and exhibitor space at professional development events and conferences. NEACAC would like to have this reciprocal relationship, sharing professional development and sponsorship opportunities, with school counselor associations all over New England. This work will continue to be a focus for 2011 and 2012. ER will also concentrate its efforts in 2012 to publicize and promote School Counselor Advocacy Day on Beacon Hill.

In addition to the work with MASCA, ER has also worked to find sponsors for various NEACAC professional development events, including the Annual Meeting and Conference, Summer Institute and the Advanced Secondary School Counselors Summer Institute.



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## **Finance Committee Report**

*Submitted by committee Chairman, Raul Fonts*

This committee assists the Treasurer and Executive Board plan the annual budget each year, provides support to the various committees through the budget process and meets during the course of the fiscal year if necessary. This is an advisory committee which makes recommendations to the Board regarding the finances of the organization. Currently it also oversees the revenue development initiatives of NEACAC.

Early in 2011 all committee Chairs were asked to submit budget requests to the Finance Committee for approval. We received budget proposals from all committees, some being more timely than others. The committee met on May 11, 2011 to review all budget requests; we completed the budget proposal for 2011-2012 and will present it to the Executive Board on June 21.

The committee also felt it was important for NEACAC as an organization to maintain 75% of the annual operating budget in reserves. The Executive Board approved language for a new policy to this effect on May 12, 2012, and moving forward all print and web materials will be updated to reflect this change in policy.

We plan to make the final changes from our Merrill Lynch accounts to our TD Bank accounts by September when the next fiscal year begins. We will then continue to work with TD Bank to finalize changes in investments and maximize return for NEACAC. Moving forward we will continue to monitor various investment options in order to maximize growth on our accounts.

The committee also established a budget for the Make A Difference Fund. We created a line item within the budget to jumpstart the fund for use in the next fiscal year. We will continue to monitor the use of the fund and decide on future levels of appropriations.

Members of this committee include Mario Silva-Rosa from Assumption College [ MA ], Jon Westover (Treasurer-Elect) of UMASS Amherst [ MA ], Steve McGrath representing the interests of TRiO, Julie Cairns from Salve Regina University, Kathryn Moody of Lynnfield High School, Robert MacLellan (Treasurer) of Hebron Academy [ ME ] in an ex-officio role, and Amy Cembor of Wheaton College [ MA ]. We plan to continue to include the NEACAC Treasurer as an ex-officio member of the committee.

## **Government Relations Advisory Committee Report**

*Submitted by committee Chairwoman, Danielle Nash*

The Government Relations Advisory Committee participates in the yearly NACAC Legislative Conference held in Washington DC and establishes a communication network that monitors, reports and takes action on state and federal legislation that is important to NEACAC as well as educational issues related to higher education or School Counseling in general.

Our goals for this year were to continue growing the committee to develop a core group of Counselors within each state that could act on advocacy issues on a local or regional level, while coming together to support NACAC as a whole when acting on national issues.

The Government Relations meeting and Hill Visit Day in Washington D.C. was attended by myself, Anne Richardson, NEACAC President, and Eric Secor of the University of New Hampshire. While there we met with 9 United States



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## **Government Relations Advisory Committee Report, *continued***

Senators and Representatives or their Educational Aides. We hope to be able to attend this event again next year and have representation from all 6 New England states.

March 16, 2011 was this year's "Day on the Hill" in Massachusetts; it was a very successful day with approximately 80 participants. On March 29, 2011 New Hampshire held their "Advancing the School Counseling Profession in 2011" event. This was a successful collaboration between NEACAC and the New Hampshire School Counseling Association. The group worked together to oppose a bill which was pending in the State House Senate. Diane from M&R Strategic Services held an advocacy training workshop funded by NEACAC with Vermont School Counselors Association.

We have various future goals for each of the New England States. In Connecticut we want to continue the work and collaboration we've begun with the CSCA to create a more formal relationship and plan some type of joint program. In Massachusetts we intend to continue the excellent work we've done there, while expanding on the number of Counselors participating in the "Day on the Hill" program. In New Hampshire we want to continue collaborating with the NHSCA and bring other organizations into the fold for future, even larger events. We intend to generate a collaboration in Vermont between the VSCA and NEACAC in 2011. In Maine and Rhode Island we are actively seeking new members to the committee who have an interest in Government Relations and want to get the ball rolling in their respective states.

Rebecca Star from Brown University and Daniel Altschuler, a Copeland Fellow at Amherst College and Doctoral Candidate at Oxford University will present a session at Annual Meeting covering the Dream Act and advocacy.

## **IDEA (Inclusion, Diversity, Education and Access) Committee Report**

***Submitted by committee Chairman, Matthew Lane***

My first year as Chair started off with a bang: at the Executive Board's request, we were charged with changing both the name of the Committee and revising a mission statement. These changes were approved by the Governing Board at the Leadership Development Institute in August, 2010 and "HRDA" (Human Relations and Diversity Awareness) became "IDEA".

The IDEA Committee grew membership to about 30 dedicated and talented and energetic people. At our first meeting, these members were assigned to sub-committees to take on our many goals and initiatives: the Margaret Addis Memorial Scholarship process, the annual essay competition, planning a pre-conference for the 2011 AMC, proposing sessions for the AMC that reflected the mission of IDEA, educating the membership in regards to the FCCT documents provided by NACAC, and communicating with NECBAC to explore the possibility of a "Camp College" to help to provide both professional development to our colleagues and help to underrepresented students in the college application process.

Throughout the year, the sub-committees have done some incredible work. We hit our goal with Margaret Addis Scholars, increased our essay submissions by 54%, planned a preconference session entitled "'Asian and Pacific Islander as the Model Minority: Who is Left Behind'", successfully proposed 8 sessions to be part of the larger Program for the AMC, and are working towards a Camp College proposal to be submitted to the Executive Board for review.



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## **IDEA (Inclusion, Diversity, Education and Access) Committee Report, *continued***

In addition to the goals and objectives listed above, the IDEA committee has also been charged with incorporating a new grant, the Make a Difference Fund, in to our annual order of business. The MADF will provide money towards professional development and programming initiatives. The first cycle will commence with an application deadline of July 1, 2011 for a grant to be used between September 2011 and March 2012. An on-line application is available on our website and the MADF will be publicized broadly at the AMC.

Committee Members include: Priscilla Alicea, Bryant University; Mary Bazanchuk, Elms College; Sofia Bertocci, Stevens High School; Leykia Brill, Amherst College; Michael Cameron, Dean College; Tony Carberry, Central CT State; Liz Daly, Framingham State; Marvin Diaz; Derick Eng, Bentley University; Laura Goldworm, Excel Academy Charter; Anne Goodeve, Springfield College, Chris Grant, Emerson College; Danielle Harrison, Springfield College; Carline Higgins, Westwood High; Kanicka Ingram, Quinnipiac U.; Julliana Jennings, Holy Cross; Jessie Lanham, North Country Union High School; Danielle Nash, Greenwich High; Kristy Neveau, Bryant University; Nakia Noble, Fairfield U; Kareem Nulan, Trinity College; Sally O'Rourke, Andover High School; Carmen Perez, Providence College; Yolanda Ramos, Anna Maria College; Joanna Sanborn, MATCH Charter; Chizu Shiono, Educational Consultant; Peter Sison, Merrimack; Emery Sykes, Amistad-Elm City; Ralph Tavares, Salve Regina; Emmanuel Tejada, UVM; Erin West, URI

## **Member Services Committee Report**

***Submitted by committee Chairwoman, Sherri Geller***

Once again the Member Services Committee had a very productive year, and I'm delighted to report that as of late May we have 3739 NEACAC members. Just over 1700 are secondary school counselors, around 1800 are college admissions officers, and the rest are spread among our many categories.

This year, while the committee continued to review membership applications and do some outreach to prospective members, the main focus of our work was the implementation of the new bylaws related to Article III: Membership. We also developed some recommendations for bylaw changes.

Our work related to the bylaws included:

Revising the membership application;

Developing new application supplements for Independent Counselors, For-Profit Institutions, Organizations, Gap Year Programs, and Vendors;

Reviewing fee structure and proposing both fees for new membership categories as well as revised fees for a few categories;

Proposing new bylaws and revising bylaws to come into further compliance with NACAC.

Our other initiatives included:

Sending a holiday card to all members, which included information about a variety of member services, a NEACAC decal, and an expression of gratitude for continued support;

Enhancing (with the help of our Executive Administrator and technical staff) our online directory and search features, and making the difficult decision to cease further printing of the resource directory;

Outreach to all non-member schools in Vermont;

Personal calls to non-renewing member institutions;

Allocating money for secondary school membership "fee waivers";



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## **Member Services Committee Report, *continued***

Starting a “Do You Know?” column in the NEACAC newsletter with Member Services information;  
Developing policy for additional membership categories.

Lynne O’Shaughnessy continues to be a very valuable resource for our committee; she competently, confidently, and professionally takes care of membership renewals and operational details.

Finally, it has been my pleasure (on most days!) to serve NEACAC as Chair of the Member Services Committee for three years. Our Committee is thrilled that Karen Gerrior-Mariani (Brandeis University) will be the new Chair. She and “the team” will continue to look at ways to enhance the “Member Services” that we provide.

Committee members: Kirk Daulerio, Bowdoin College; Jeff Gallant, Boston College; Karen Gerrior-Mariani, Brandeis University; Tom Gibson, Retired Counselor; Jacki Giordano, The CollegeBoard; Cindy Jacobs, Malden Catholic HS; Amy Podbelski, Johnson and Wales University; Jane Robinson, Jacquie Serafino, Dana Hall School; Homer Turner, Newton South HS

## **Nominating Committee Report**

***Submitted by committee Chairman, Robert Bardwell***

The NEACAC Nominations and Awards Committee consists of 12 members representing all six New England states who worked diligently this year to ensure that the Governing Board would have fine leadership in the near future and beyond as well as select recipients for three award programs.

Our membership provided outstanding nominees to the committee and we had great discussions in coming up with officer (President-Elect and Secretary) and NACAC Assembly Delegate nominees. Balloting took place in March and April. More members than usual voted online which is a testament to the strength and diversity of the members on the ballot.

Congratulations to the following members elected to office:

### **Officers**

President-Elect - Brenda Poznanski, Bishop Guertin HS, NH

Secretary - Janet Ferrari - The Met School, RI

### **Delegates**

Michelle Beauregard, Bryant University, RI

Liz Cheron, Northeastern University, MA

Jim Fowler, Dean College, MA

Dee Gardner, University of Maine, ME

Bill Hughen, Hudson School District, NH

Christine Hickey, Providence College, RI

Wanda Suriel, Regis College, MA



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## **Nominating Committee Report, *continued***

### **Alternate Delegates**

Jackie Gould, Suffolk University, MA

Shayna Bailey, Framingham State University, MA

Meg Ryan, The Williams School, CT

Our last task for the year was to review the nominations for three award programs — Professional of the Year, the William Neal Rising Star Award and the IDEAL (Inclusion, Diversity, Education, Access and Leadership) Award. This was done in March and all award recipients will receive recognition at the Awards Program as part of the Annual Meeting & Conference at Stonehill College in June.

## **Professional Development Committee Report**

***Submitted by committee Chairwoman, Liz Cheron***

This year, the Professional Development Committee's goals were to create new programs for admission counselors, especially those with one to five years of experience, and to expand programming for secondary school counselors, especially in terms of geography. These goals were taken on in addition to continuing with popular programs from years past. Overall, the Committee planed 15 workshops, programs, and sessions across all six New England states.

The Middle Management Workshop was held as a pre-conference workshop at the Annual Meeting and Conference at Salve Regina University, where there were 30 participants. The program won a Rising Star Award from NACAC at this year's the National Conference in New Orleans. This year, the program will be hosted again as a pre-conference workshop with a similar format but increased opportunities for interactive case studies, activities, and discussions.

The Students in Admissions Forum was held last September at Worcester Polytechnic Institute. There was record-setting attendance with 200 attendees and a very exciting keynote address from Andrew Johnson who produced, co-wrote, and composed the "That's Why I Chose Yale" video that became a social media sensation. In 2011, Students in Admissions Forum will be held on September 11 at Northeastern University.

The Ins and Out of Getting In, an admissions case studies program, was offered at seven sites in conjunction with The College Board's Fall Counselor Workshops in September and October. Close to 100 secondary school counselors attended programs offered in all six New England states and 21 colleges presented on panels.

Two Career Colloquiums were held in March at Boston College and University of Massachusetts at Amherst. Between the two events, over seventy aspiring secondary school counselors and admission counselors learned more about our profession from panelists on "both sides of the desk."

Based on requests from secondary school counselors, the Committee organized two sessions for this year's Annual Meeting and Conference. "Letters of Recommendation: How to Make Your Students Stand Out" and "Creating a Formal College Counseling Class for Juniors and Seniors" will provide additional professional development programming for counselors at the Conference.



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## **Professional Development Committee Report, *continued***

For admission counselors, the Committee created Colleagues and Conversation as a social networking opportunity for counselors when they're traveling in New England. A fall event was held prior to the NEACAC Fair at the University of New Hampshire and a spring event was held prior to the NEACAC Fair in Augusta, Maine. In total, over 45 counselors participated in the two events.

### **ASSCSI - Advanced Secondary School Counselor's Summer Institute**

This year's Advanced Secondary School Counselor Summer Institute will be held at Wheaton College from July 12 — July 14, 2011. The program is designed for counselors with five or more years of experience, and the theme of this year's Institute is "A Race to Where?: College Admissions in 2011." Over the course of the year, faculty members have been recruited, the programs have been advertised through multiple mediums, and the format has been finalized. The keynote speaker will be Eric Hoover from The Chronicle of Higher Education. The Institute will include campus tours of Providence College, Johnson and Wales, and Brown University. We look forward to an excellent program this summer!

### **Summer Institute**

The 36<sup>th</sup> Annual Summer Institute will be held at Southern New Hampshire University from July 25 to July 28, 2011. To prepare for this year's Summer Institute, new faculty members have been selected from the pool of applicants, multiple advertising methods have been utilized, session topics have been prepared, and scholarship opportunities have been examined. Last year's Summer Institute was also held at Southern New Hampshire University and close to 80 counselors from the college and secondary school side attended. The program went extremely well, and the SI faculty looks forward to another successful program this July.

## **Technology Services Committee Report**

***Submitted by committee Chairwoman, Abby Motson***

The Technology Services Committee began the year by meeting at Southern New Hampshire University prior to Leadership Development Institute. The committee's focus this year was to develop structure and delegate tasks to create committee member involvement and responsibility as the first two years of the committee's existence was spent with very minimal committee member involvement as tasks were mainly managed by the co-chairs. At Southern New Hampshire University duties were delegated and teams of two were established to manage Twitter, Facebook, and collect additional resources for the School Counselor Toolkit. Other committee members were

tasked to manage photo content and prepare to manage webinar sessions. In September all of the sessions of SIAF were digitally audio recorded for the purpose of uploading and accessibility of sessions to our membership. While the idea was innovative, the extent of technicalities involved was not considered prior to execution and this has led to numerous issues in file size in relation to website server capacity and file conversion encoding.

The Professional Development Committee and Technology Services recruited a liaison to operate as a go-between for both committees so that Professional Development activities could be incorporated in to the Facebook group's events and was used as a for Career Colloquium and Colleagues and Conversations. The Facebook event feature was also created for GRAC's Advanced Secondary School Counselor Advocacy Training.



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## **Technology Services Committee Report, *continued***

Messages were sent to NEACAC Facebook group membership regarding:

Hotel availability for NACAC in St. Louis	ASSCSI
Reminders about important events at NACAC St. Louis	Colleagues in Conversation input
Cancellation of Mid-Winter Meeting and Social	Call for Nominations

Tweets were used with increased frequency in the fall and spring to mainly notify members of availability of event registrations, meetings, and successes of college fairs. NEACAC has a steady increase of followers, although we have not expanded those in which we follow outside of NACAC entities or other affiliates.

We will continue to improve upon the maintenance of our web 2.0 media and develop resources that make our programming more accessible, explore different issues that are outlined above during the coming year. One of these improvements will include the audio of SIAF 2010 which is proving difficult to convert and implement.

The chair is grateful to the committee members for their involvement, especially Kibar Moussoba (SNHU), Mike Yager (Wheaton), Tyler Wentworth (UMass Amherst), Nicholas Cloutier (UMaine- Orono), Cicily Shaw (Trinity Academy), Chris Fox (USM), Tim Poynton (Suffolk), Kate Moffat, (Cheverus High School), Keith Kosierowski (Kosierowski Education Group), and Nakia Noble (Fairfield)

## **Two Year Colleges Committee Report**

***Submitted by committee Chairwoman, Lisa Barrett***

The Two Year College Committee found itself in a bit of a transition this year as Lisa Barrett stepped in to serve as Chair for the last year of a three year term. The Committee had not met for several months but it was able to start off the year strong with a great turnout at the first committee meeting. New members were added as a result of them learning more about the committee at the NEACAC Annual Meeting and immediately began contributing to discussions and goals for the future.

The committee immediately began planning a professional development event in an effort to increase awareness of the committee and NEACAC in general, and to explore pertinent issues facing today's membership. After attempting to hold an event in Rhode Island (the committee has offered professional development opportunities in all of the New England states except for Rhode Island in the past five years), plans began to emerge for a meeting to be held in conjunction with the Boston National Fair. The Two Year Committee ended up hosting an event titled "Demystifying Charter Schools" and it was extremely successful. The luncheon/meeting was held at the Legal Test Kitchen which accommodated 30 attendees. The committee was thrilled that 30 NEACAC members were not only able to enjoy a delicious lunch, but were also able to partake in a lively panel discussion regarding charter schools. The panelists included Lynn Welbourn, a College Counselor from Salem Academy Charter School, Brooke Fincke, the Director of Student Services and College Counseling at City on a Hill Charter School, Aryin Figaro, a student at Benjamin Franklin Institute and a former student at City on a Hill Charter School, and Sarah Dionne, a student at Salem Academy Charter School.

The year ended successfully with Karen Lavoie (a seasoned committee member from Nashua Community College) agreeing to serve as chair for the upcoming three year term. Lisa and Karen have been meeting for training and to discuss the transition to this new role and to look toward to moving the committee forward in the coming year.