



## **Policies and Procedures**

August, 2021

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## **Mission Statement & Strategic Plan 2021-2024**

### ***NYSACAC Vision Statement***

NYSACAC is at the forefront of providing professional development and leadership opportunities in college admission counseling.

### ***NYSACAC Mission Statement***

The NYSACAC mission statement outlines our commitment to the professionals and students of New York State. NYSACAC is committed to:

- Develop and strengthen the professional practices and networks of those who provide the information and counseling.
- Promote access, equity, and success in post-secondary education.
- Support the professionals who service the students and families in the transition to post-secondary education.
- Promote high professional standards that foster ethical and social responsibilities.

### ***Strategic Goals 2021-2024***

1. Membership and Leadership: NYSACAC will demonstrate the value and benefit of NYSACAC, build pathways for leadership opportunities, and increase membership across New York State.

- NYSACAC will strive to recruit and build a diverse executive board and membership that represents the demographics and diversity of New York State.
- NYSACAC will promote antiracist education for its leaders and members.
- NYSACAC will increase membership and engagement by recruiting and mentoring professionals from underrepresented areas of our membership.

2. Advocacy: NYSACAC will advocate at the local, state and federal level for counseling and access to higher education on behalf of all students, including those who are underserved, underrepresented or have unique needs.

- NYSACAC will provide relevant information and updates concerning local, state, and federal policy in the best interest of our professional responsibilities and the students we serve.
- NYSACAC will also advance the membership opportunities for advocacy regarding policy areas of interest.

3. Access and Success: NYSACAC will continue to be a leader in promoting and ensuring access and success for all students seeking post-secondary opportunities.

- NYSACAC will focus on educational programming to prepare our members to serve students from underrepresented populations in higher education.

- Periodically survey our membership to identify interest and opportunities for programming and professional development.
- Continue to identify and incorporate all methods of technology to provide additional access points to our membership for professional development.

4. Exposure: NYSACAC will continue to define and promote its brand, developing effective marketing and communication strategies to support our vision and mission.

- Promote our organizational offerings to internal and external audiences through website, newsletter, email outreach and social media.
- Develop relationships with regional and statewide organizations and companies that align and/or complement our affiliate to enhance opportunities for members.
- Increase constituent's understanding of the benefit of membership to NYSACAC.

5. Organizational Effectiveness: NYSACAC will maintain fiduciary responsibility while identifying strategic ways to advance our vision and mission.

- Strive to present and approve an annual balanced budget.
- Continuously seek out new revenue streams, including grant opportunities, that appropriately align with our mission and vision.
- Update Policies and Procedures as needed
- Promote data transparency and utilize organizational data to make informed decisions and to pursue grant opportunities.

## **NYSACAC Executive Board**

The Executive Board meets on multiple occasions during the year and all voting members are expected to attend these meetings and provide any information as necessary regarding their particular area of representation. The Board typically meets at the sites of the New York State annual spring conference (June), NACAC Conference (typically in the fall); and either virtually or in-person throughout New York State throughout the academic year. In addition, a Leadership Retreat is conducted each summer to orient new leaders and to set organizational goals for the year.

Expenses are usually assumed by the officer and their employer. These expenses may include transportation, meals, lodging, and potential airline expenses for national conference participation (if required). There may be grants available to interested members. Information can be obtained by contacting the Presidents.

## **Executive Assistant**

### **President**

Contact: [president@nysacac.org](mailto:president@nysacac.org)

This role in the governance structure involves leadership at both the state and national levels. The President assumes leadership for the state association and serves as liaison to National Association for College Admission Counseling (NACAC). In addition to the responsibilities listed below, the President is a member of the Affiliate Presidents Council (APC), a body composed of Presidents and Presidents-Elect for the state and regional associations. The President's Council typically meets three times annually for leadership development and related activities. The President is a Delegate to NACAC and serves as a liaison to NACAC. The term of office for the President is one year. A summary of the duties of President is as follows:

1. Call and preside over all meetings of the Association and the Executive Board.
2. Prepare and distribute a written agenda for all meetings.
3. Upon assuming the office of President, in consultation with VPs as applicable, appoint standing committee co-chairs of the Association as needed for term succession and/or to fill interim terms for vacated positions. Co-chair terms are three years except for any vacated interim terms. An interim term occurs in the event that a co-chair resigns before fulfilling their term. In the case of interim appointments of 12 months or fewer, the appointed co-chair will have the opportunity to be considered for a new appointment based on performance review with the incoming President and respective VP.
4. Serve as an ex-officio member of all committees.
5. Appoint the Chief Delegate of the NACAC delegation immediately upon assuming office.
6. Serve as Delegate to NACAC.

7. Assume such other responsibilities as directed by the Executive Board.
8. Plan and lead the annual Executive Board Leadership Conference held each summer to orient new leaders and to set goals for the year.
9. Compile and distribute an annual report to the membership. The report should be made at the General Membership meeting of the annual conference in June. Minutes of the meeting shall be made available to the membership.
10. Every three years as scheduled, review and update the Strategic Plan, vision and mission statements, and governance structure with Immediate Past President and President-Elect.

Service as President of NYSACAC is an honor and a great responsibility. The rewards of service to the Association are tremendous as the President meets members from across the State and represents NYSACAC at the national level. The President provides the vision and leadership necessary to meet the professional needs of members throughout the state and carry the membership forward.

### **President-Elect**

Contact: [president.elect@nysacac.org](mailto:president.elect@nysacac.org)

This role in the governance structure involves leadership at both the state and national levels. The President-Elect is responsible for the planning of the annual conference, and for providing regular updates to the membership and executive board. In addition to the responsibilities listed below, the President-Elect is a member of the Affiliate Presidents Council (APC), a body composed of Presidents and Presidents-Elect for the state and regional associations. The President Council typically meets three times annually for leadership development and related activities. The President-Elect is also a Delegate to NACAC, and is prepared to assume the Office of President in the current President's absence. The term of office for President-Elect is one year. A summary of the duties of President-Elect is as follows:

1. Serve as chair of the planning committee for the annual NYSACAC Conference. Responsible for regular meetings of the planning committee to oversee the necessary preparations of the conference. Meet regularly with the on-site coordinator. Responsible for: selecting a keynote speaker, organizing the conference's closing event/s, approving social events, workshops and all conference related activities.
2. Report on conference updates to the NYSACAC Executive Board.
3. Report to NYSACAC members at the two annual general membership meetings.
4. Update NYSACAC members about conference activities via the NYSACAC Newsletter.
5. Assume the Office of the President in his/her absence or resignation at all official functions of the Association.
6. Assume the Office of President at the conclusion of the term of President-Elect.

7. Serve as a Delegate to the NACAC Assembly.
8. Serve on the NACAC President Council.
9. Attend the NACAC Conference and other required meetings.
10. Assume other responsibilities as directed by the President.
11. Every three years as scheduled, review and update the Strategic Plan, vision and mission statements, and governance structure with Immediate Past President and President.

Serving the Association in the role of President-Elect is challenging and rewarding. It is a time for honing leadership skills in preparation for assuming the position of President. The President-Elect acts as a liaison to the membership regarding critical issues and in planning the annual State conference. This task commands leadership and the ability to work closely with the Steering Committee and the membership in a true team spirit.

### **Immediate Past President & Chief Delegate**

#### *Past President*

Contact: [past.president@nysacac.org](mailto:past.president@nysacac.org)

This role in the governance structure involves leadership at both the state and national levels, as the Past President is an active member of the Executive Board. The expertise of this individual is utilized in an advisory capacity by the Board and in particular by the President. The Past President is also the Chief Delegate to NACAC. The term of office for the Past President is one year. A summary of the duties of the Past President is as follows:

1. Chair the Nominating and Awards Committee and fill any current vacancies through the appointment of active members of NYSACAC and NACAC.
2. Certify that all Delegates and Alternates (if needed) are individual members of NYSACAC and NACAC.
3. Serve as a resource and advisor to the President.
4. Coordinate the annual review of Bylaws for approval by the General Membership at the June General Membership Meeting.
5. Coordinate the annual review of the Policies and Procedures Manual for approval by the Leadership Team prior to the annual conference.
6. Serve as Chief Delegate for NYSACAC for a period of one year.
7. Every three years as scheduled, review and update the Strategic Plan, vision and mission statements, and governance structure with the President and President-Elect.

Serving the Association as Past President is a critical role. This person has developed, completed, or perhaps just initiated new endeavors for the organization, and through the previous roles as President-Elect and President, can serve as a key mentor to the entire

organization. This knowledge and experience can help direct the organization as the current President brings energy and direction to its members.

### *Chief Delegate*

This role in the governance structure involves leadership and advocacy duties at both the state and national levels. The Chief Delegate is responsible for leading the state's delegation in their responsibilities to serve as liaisons to the membership.

The Chief Delegate plans meetings for the delegates and participates in activities, in particular attendance at the National Association for College Admission Counseling (NACAC). The Chief Delegate coordinates with the delegates any related NACAC communication regarding interassociation work and policies. The term of office is one year, and the Chief Delegate must be a voting member of NACAC. A summary of the duties is as follows:

1. Attendance at NYSACAC Executive Board Meetings
2. Attendance and participation in the NYSACAC Annual Spring Conference
3. Attendance at some of the regional forums
4. Serving as a liaison to designated regions of the state
5. Submitting a report at each Executive Board meeting. Represent the membership at the National Conference.
6. Coordinating a caucus with the Delegates when relevant or needed.
7. Participating in all the required meetings as determined by NACAC.

### **Vice President for Communications**

Contact: [vp.communications@nysacac.org](mailto:vp.communications@nysacac.org)

This role in the governance structure involves duties primarily at the state level; however, it oversees the multimedia representation of the association which impacts the association at both the state and national levels. The term of office for Vice President for Communications is three years. A summary of the duties of this position is as follows:

The Vice President for Communications shall:

1. Coordinate the work of the Newsletter Committee, Technology Committee, and the Marketing Committee as well as any related ad hoc and interim committees assigned by the President.
2. Serve as the primary liaison to all NYSACAC publications and marketing initiatives, except those associated with the Annual Conference and Membership Meeting.
3. Serve as an ex-officio member of the committees
4. Submit reports to the Secretary prior to board meetings as determined by the yearly board calendar



## **Vice President for Finance**

Contact: [vp.finance@nysacac.org](mailto:vp.finance@nysacac.org)

This role in the governance structure involves duties primarily at the state level; however, the effects of this position encompass significant fiduciary responsibility, impacting the Association at both the state and national levels. The Vice President for Finance conducts and monitors all financial transactions within the Association. The term of office for Vice President for Finance is two years after a year as the Vice President of Finance-Elect, for a total of three years of service. A summary of the duties of this position is as follows:

1. Coordinate the work of the Membership and Finance Committees. Be responsible for the funds of the Association.
2. Be responsible for payments of all bills of the Association.
3. Serve on the Finance Committee and help prepare and oversee the annual budget of the Association.
4. Coordinate the preparation of budget proposals and other funding requests for the committees and present to the Executive Board.
5. Report on the financial status of the Association at the annual conference General Membership Meeting as per Article III section 6 of the Bylaws.
6. Present budget projections at the conclusion of the fiscal year for the following year.
7. As possible and required, schedule and assist with a financial audit of the Association every three (3) years.
8. Serve the first year of the term as "Vice President for Finance-Elect," and shall attend all meetings with the Vice President for Finance, as a non-voting member.
9. Automatically become the Vice President for Finance in the second year of office and shall assume all of the responsibilities of the position.
10. Serve as the Vice President for Finance in the third year of office, and during that year provide training for a new Vice President for Finance-Elect.
11. Serve as an ex-officio member of aforementioned committees.
12. Review and update Fiscal Policies Manual annually.
13. Submit reports to the Secretary prior to board meetings as determined by the yearly board calendar

## **Vice President for Finance-Elect**

This one year position is to train and learn from the Vice President for Finance, in order to assume that position at the conclusion of the year term. The term of office for Vice President for Finance-Elect is one year. A summary of the duties of this position is as follows:

1. Assume the office of Vice President for Finance upon the expiration of the Vice President for Finance's term or for the remainder of the Vice President for Finance's term if the Vice President for Finance is unable or unwilling to complete their term.
2. Prepare to assume the duties of the Vice President for Finance
3. Assist with the monitoring of all financial transactions within the association
4. Help to oversee the work of the membership committee.

### **Vice President for Inclusion, Access, Success**

Contact: [vp.ias@nysacac.org](mailto:vp.ias@nysacac.org)

This role in the governance structure involves leadership, communication skills, flexibility, and creativity. This Vice President also serves as a liaison between the committee chairs and the Executive Board, advocating and soliciting the Board's assistance when necessary. Service as the Vice President for Inclusion, Access & Success provides significant opportunities for growth and exposure, both within, and outside the Association. This position enables the individual to work with many populations, including our members, committee chairs, the executive board, and leaders from State and Regional Associations across the country. The term of office is three years. A summary of the duties is as follows:

1. Coordinate the work of the Government Relations Committee, the Coming Together Committee, Camp College Committee, Scholarship Committee, and the Community Based Organization (CBO) and Opportunity Program Committee.
2. Serve as a voice for the priorities of inclusion, access, success, and legislative initiatives which represent the needs of the membership.
3. Coordinate the preparation of budget proposals and other funding requests for the individual committees and present the same to the Executive Board.
4. Serve as an ex-officio member of aforementioned committees.
5. Submit reports to the Secretary prior to board meetings as determined by the yearly board calendar

### **Vice President for Professional Development**

Contact: [vp.professional@nysacac.org](mailto:vp.professional@nysacac.org)

This role in the governance structure involves leadership, communication skills, flexibility, and creativity. This Vice President also serves as a liaison between the committee chairs and the Executive Board, advocating and soliciting the Board's assistance when necessary. The term of office is three years. A summary of the duties is as follows:

1. Coordinate the work of the College Fairs Committee; Professional Development Committee; School, College and CBO Relations Committee, the Summer Institute Committee, and Winter Institute Committee, as well as any related ad hoc and interim committees assigned by the President except those associated with the Annual Membership Meeting.
2. Coordinate the preparation of budget proposals and other funding requests for individual committees and present the same to the Executive Board.
3. Serve as an ex-officio member of the aforementioned committees.
4. Assess the sites for the annual Summer Institute and Winter Institute on a regular basis.
5. Submit reports to the Secretary prior to board meetings as determined by the yearly board calendar

### **Secretary**

Contact: [secretary@nysacac.org](mailto:secretary@nysacac.org)

This role in the governance structure involves duties primarily at the state level and is one of consistent service to its members. Due to the importance of archiving all documents of the Association, the Secretary must pay close attention to detail, be thorough and consistent, and attend all scheduled meetings. The term of office for Secretary is two years. A summary of the duties of Secretary is as follows:

1. Maintain the recorded history of the Association including all pertinent printed materials.
2. Record, maintain and distribute the minutes of the general membership meetings to the full membership.
3. Record, maintain and distribute the minutes of the Executive Board meetings to the Executive Board.
4. Perform such other duties as directed by the president.
5. In emergency situations, the Secretary is part of the decision-making team along with the President, Immediate Past President, and President-Elect.

### **College and Secondary Delegates**

This role in the governance structure involves duties at both the national and state levels. Delegates traditionally have a key role in helping to shape the National Association for College Admission Counseling (NACAC) and New York State Association for College Admission Counseling (NYSACAC) policies and initiatives. As elected officers of the NYSACAC Executive Board, Delegates help perform the business of the Association, and they provide resources for the larger constituency of member concerns. Delegates are voting members of the Executive Board. In addition, delegates who are not currently serving as co-chairs will support a particular

NYSACAC initiative or committee during every year of their board service, as determined by the Presidents.

Upon written 90 day advance request and only when possible, NYSACAC may reimburse travel for delegates to attend NYSACAC meetings (and subsidize half a hotel room cost for delegates to attend NACAC if in-person attendance is required). Delegates' NACAC registration is typically funded by NACAC.

The term of office is three years, and Delegates must be voting members of NACAC and members of NYSACAC. The commitment as described is as follows:

1. Attendance at NYSACAC Executive Board Meetings
2. Attendance and participation in the NYSACAC Annual Conference
3. Attendance at some of the Regional Forums
4. Acting as a resource person for a specific NYSACAC committee
5. Serving as a liaison to designated regions of the state
6. Contributing to any Delegate reports that are sent to the membership
7. Meeting as needed with the Chief Delegate
8. Participating in all the required voting and discussion sessions of NYSACAC
9. Participating in all the required voting and discussion sessions under the guidance of NACAC

### **Admissions Practices Committee**

Contact: [admission.practices@nysacac.org](mailto:admission.practices@nysacac.org)

This Committee's charge is to promote best practices in the admission process for all institutions and members. Guidelines for this committee are detailed in the NACAC Guide to Ethical Practice in College Admission.

#### *Responsibilities of the Chair/Co-Chairs:*

1. Chair the member committee during regularly scheduled conference calls The role of the committee members is to remain informed regarding trends and developments, and serve as a resource to the AP chairs as necessary, i.e. help present at conferences, assist with newsletter, educate the membership, et cetera.
2. Publicize and share the NACAC Guide to Ethical Practices in College Admission.
3. Report regularly to the President on the involvement of the Committee.
4. Provide professional development and general education via:
  1. A presentation at the annual NYSACAC conference
  2. Newsletter articles about best practices and broader implications of changes in the field.

3. Workshops for new professionals annually at the NYSACAC Summer Institute and Winter Institute.
4. Conduct professional development sessions throughout the year to keep membership informed on any changes to the NACAC Guide to Ethical Practices in College Admission.
5. As required, report to the NACAC Executive Board through the National AP Chair.
6. Annually update knowledge and skills regarding the changes and updates by:
  - Attending workshops provided by NACAC
  - Consulting with liaison on the national AP Committee
  - Networking with the other AP chairs at annual training sessions

### **Camp College Committee**

Contact: [camp.college@nysacac.org](mailto:camp.college@nysacac.org)

The charge of the Camp College Committee is to support NYSACAC in promoting inclusion, access and success in post-secondary education for students through participation in college preparatory camps.

#### *Responsibilities of the Co-Chairs*

- Recruit committee members at the beginning of the academic year
- Plan and coordinate two annual summer Camp College Programs
- Plan other programs as appropriate regarding college readiness during the school year
- Maintain the NYSACAC website focusing on Camp College
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar
- Oversee all subcommittees for Camp College
  - *Subcommittees and Responsibilities*
    - College Fair - This sub-committee will organize, advertise, and collect funds for the fairs held during each camp.
    - Communications and Data - This sub-committee will create or update all communications needed for Camp College. It will also manage media, email, Facebook and Twitter accounts. They will also create, distribute, and college data for post-camp surveys for students and mentors. Both quantitative and qualitative data will be maintained for any future NYSACAC grant submissions.
    - Training & Curriculum - This sub-committee will be responsible for the workshops and the updating of the Camp College student materials
    - Donations, Grants, and Fundraising - This sub-committee will seek funding and donated items through NYSACAC grant writing, outreach to

companies for donations, and outreach to NYSACAC membership for donations and sponsorships.

### **CBO and Opportunity Program Committee**

Contact: [cbo@nysacac.org](mailto:cbo@nysacac.org)

The charge of this committee is to provide programming and outreach to members and their students. The co-chairs serve as the primary representatives for CBO and Opportunity Program counselors throughout New York State.

#### *Responsibilities of the Committee*

- Update the directory of statewide CBOs each fall
- Work towards having representation from the entire state on the committee
- Work with the membership committee to increase NYSACAC membership through CBO and Opportunity Program representation including recruitment through related associations and programs in New York State
- Submit a session proposal for the annual NYSACAC conference about understanding CBOs and how to recruit students from CBOs
- Encourage CBO staff members to become involved in other NYSACAC committees
- Collaborate with NYS regional associations to offer a focused college fair for middle and high school students and possibly have a forum for professionals to exchange information with admission representatives
- Survey CBO and Opportunity Program members about their needs from NYSACAC
- Develop best practices for CBO and Opportunity program college advisers to follow when working with students/schools
- Submit articles to the NYSACAC newsletter
- Participate with NYSACAC on Legislative Advocacy Day, typically held each February
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

### **College Fair Committee**

Contact: [college.fairs@nysacac.org](mailto:college.fairs@nysacac.org)

The charge of the College Fair Committee is to coordinate information about college fairs within New York State and to plan and execute NYSACAC college fairs.

### *Responsibilities:*

- Solicit, gather, and disseminate a directory of annual college fairs in New York to our members.
- Coordinate NYSACAC-sponsored college fairs via virtual and/or in-person platforms, as appropriate and cost-effective
  - Organize advertising of college fair information including location/platform, fees, and directions
  - Every 2-3 years survey the membership to determine any additional fairs or changes to existing ones and provide timely communication to the Executive Board of the results
- Assist with the coordination of any NACAC-sponsored college fairs in New York State.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar
- Determine the most cost-effective and efficient means to publicize events and coordinate with Executive Assistant and the VP for Communications

### *Responsibilities for National Fairs*

The national office normally shares a manual that is used as a guide for organizing committee activity to deal with the needs of the national fair-i.e. publicity, material distribution, hospitality, logistics, security, etc.

NYSACAC College Fair Committee helps coordinate and advise NACAC as needed. Each of the national fairs in New York State has an on-site coordinator, who helps organize the fair. This coordinator usually finds a successor if they resign. The local coordinators are responsible for conducting committee meetings and accumulating committee expenditures.

Local Committee chairperson/s are in continual communication with the Event Manager of NACAC and meets with this person prior to the program.

An expense report from each national fair is submitted to NACAC.

### **Coming Together Committee**

Contact: [coming.together@nysacac.org](mailto:coming.together@nysacac.org)

### *Charge*

The charge of the Coming Together Committee is to plan and execute the Coming Together Conference (CTC) as part of the annual conference. The goal of CTC is to create a safe space where professionals from colleges, high schools, and community-based organizations (CBOs) engage in critical conversations to propel our practice of equity, access, and success in secondary and post-secondary education.

### *Responsibilities of the Chair/Co-Chairs*

- Recruit diverse committee members, including but not limited to race, gender, geography, job function, etc.
- Organize monthly meetings of the committee.
- Oversee issues relating to recruitment and advocacy within the committee.
- Develop goals and a strategic plan for the committee and CTC.
- Keep abreast of policies and programs at the national level and incorporate them when appropriate.
- Submit reports to respective VP and President-Elect prior to board meetings as determined by the yearly board calendar.

### **Finance Committee**

Contact: [vp.finance@nysacac.org](mailto:vp.finance@nysacac.org)

#### **Charge**

The Finance Committee reviews the income, expenses, and budget for the association under the leadership of the Vice-President for Finance as Chair of the committee.

- Committee members are: Immediate Past President, President, President-Elect, Immediate Past Vice President for Finance, Vice President for Finance, Vice President for Finance-Elect (if applicable), Secretary, (2) College Representatives, (3) Secondary (High School/CBO) Representatives. All committee members must be current members of NYSACAC.
- Members serve in a consulting role to the Vice President for Finance and Finance Elect and collaborate on budget considerations and fiscal policies.
- The term of service is two years

### **Government Relations Committee**

Contact: [government.relations@nysacac.org](mailto:government.relations@nysacac.org)

#### *Charge*

The charge of the Government Relations Committee is to support NYSACAC in promoting access and equity in post-secondary education through participation in legislative activities. Members must be knowledgeable regarding such issues and must educate the organization as well as communicate the importance of being proactive in this arena.

#### *Responsibilities of the Chair/Co-Chairs*

- Recruit committee members at the annual conference.
- Plan and coordinate the Legislative Advocacy Day (LAD) Program.



- Coordinate and organize the Legislative Session at the NYSACAC annual spring conference.
- Submit articles regarding the Legislative Forum for the issues of the newsletter prior to Legislative Advocacy Day and the NYSACAC annual conference, and other issues as necessary.
- Maintain a portion of the NYSACAC website focusing on legislative issues.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

### *Responsibilities of Committee Members*

- Attend meetings, and participate in conference calls and discussion groups.
- Attend the NYSACAC Legislative Advocacy Day in Albany.
- Complete projects as assigned.
- Take an active role in promoting the committee at the annual spring conference.
- Represent NYSACAC's priorities for members' work with students in public forums.

### **Media and Marketing Committee**

Contact: [marketing@nysacac.org](mailto:marketing@nysacac.org)

[NYSACAC Style Guide](#)

[NYSACAC Social Media Policy](#)

### *Charge*

The charge of the Media and Marketing Committee is to promote awareness of NYSACAC and assist other committees with communications and public relations techniques.

### *Responsibilities of the Chair/Co-Chairs*

- Prepare print and electronic marketing materials (brochures, logos, posters, e-advertisements, etc.) to promote awareness of NYSACAC and counseling and admissions as a profession. Review and update materials regularly.
- Act in an advisory capacity for each committee on public relations techniques
- Develop a communication plan and calendar each year.
- Create/edit/send all emails to the general membership/public.
- Identify innovative and effective marketing, branding, outreach, recruitment, communication methods and media.
- Promote visibility in the NACAC bulletin.

- Maintain and monitor the NYSACAC Social Networking pages and other approved social media (Twitter, Facebook, LinkedIn, etc).
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

### **Membership Relations Committee**

Contact: [membership@nysacac.org](mailto:membership@nysacac.org)

#### *Charge*

The charge of the Membership Relations Committee is to recruit, enroll, and track NYSACAC members, as well as publish the information through a directory.

#### *Responsibilities of the Chair/Co-Chairs*

- Recruit members for the Membership Relations Committee
- Organize meetings for the Membership Relations Committee
- Recruit and enroll NYSACAC members from previous renewal information, sending renewal reminders, and membership acknowledgement
- Communicate with the membership via the Newsletter at least once a year
- Publish a directory twice a year
- Obtain current NACAC membership list for New York State and encourage non-members to join NYSACAC
- Create and disseminate (every other year) a map comprised of all college members of NYSACAC
- Assist with selecting and submitting Membership Spotlight honorees to be sent to the Newsletter Committee
- Preserve and disaggregate data recording membership for future use (recruitment, grant writing, needs analysis, etc.)
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

#### *Responsibilities of Committee Members*

- Consist of the Membership Relations Chairs and at least two at large members of NYSACAC
- Be responsible for the recruitment and enrollment of members in NYSACAC
- Assist in revising, updating, publishing, and disseminating the membership directory
- Encourage membership in NACAC

## **Newsletter Committee**

Contact: [newsletter@nysacac.org](mailto:newsletter@nysacac.org)

### *Charge*

The charge of the Newsletter Committee is to produce three newsletters posted to the NYSACAC website annually. The NYSACAC Newsletter contains information that reflects the issues and needs of high school and college counselors. Its purpose is to disseminate important information to NYSACAC members, to facilitate ongoing interaction between members, and to provide a forum to share ideas, research, and insights. Visit [here](#) to view our newsletter!

### *Article Submissions*

Articles submitted for consideration for publication should be concise. Articles may be edited for content. Please include contact information of persons mentioned in articles, as well as the contact information of person(s) submitting articles. Submission deadlines are as follows: early October, mid-January, and early May. Email submissions to [newsletter@nysacac.org](mailto:newsletter@nysacac.org).

### *Photo Submissions*

Electronic photos in color or in black and white may be submitted via e-mail. The NYSACAC Newsletter staff reserves the right to use, edit, or crop photos. Photos may be used for a specific issue or archived for future use. Not all photos may be published.

### *Advertisement Submissions*

All advertising must be of professional relevance to NYSACAC members. NYSACAC reserves the right to refuse advertisements at any time. Advertise with NYSACAC.

Suggested topics include:

- Journal Articles and Book Reviews: analyses on current subjects and books
- Resources and Tips: tools, ideas, and more for counselors and advisors
- Innovations: best practices, visionary/imaginative collaborations, exhibits, programs or other services that are potential precedents for others
- Event Highlights: highlights, social experiences/activities, and knowledge/lessons learned at college fairs, national fairs, workshops, seminars, Camp College, and other professional development events
- Important Dates: upcoming college fairs, national fairs, announcements of workshops, seminars, programs, grant deadlines, professional forums, etc.
- Congratulations: Includes institutional and personal awards, announcements of members who are promoted or taking new positions or institutions, grants received, and any project that should be congratulated by other members

- Job Announcements: free for institutional members; non-members- TBD for first 50 words
- Committee Updates and Activities: reports from the Executive Board, Admission Practices, Camp College, CBO and Opportunity Programs, College Fair, College Tour, Coming Together, Development, Government Relations, Membership, Professional Development, Scholarship, School-College Relations, Technology, Summer Institute, and more.

### *Responsibilities of the Chair/Co-Chairs*

- Solicit committee members to include geographic representation, high school and college, from both public and private sectors. A member from the Technology Committee will serve as a liaison to the Newsletter Committee.
- Design a newsletter template. All issues include a “President’s Corner” article, State Conference update, and editorials on counselor related issues. Each issue will have additional articles from committee chairs as necessary.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar
- Produce three newsletters annually. Steps include:
  1. Assign topics to committee members for information gathering
  2. Gather relevant advertisements
  3. Edit all articles
  4. Design the newsletter and post to website
  5. Distribute accordingly

### *Responsibilities of Committee Members*

- Contribute one or two items per newsletter either through writing or soliciting articles from members.
- Edit articles for publication as assigned by co-chairs.

### **Nominating Committee, Elections and Awards**

Contact: [nominating@nysacac.org](mailto:nominating@nysacac.org)

## Charge

The Nominating Committee reviews the nominees for open elected positions each year and presents the yearly slate for annual elections. The committee also reviews and selects eligible nominees for annual awards.

## Procedures

- Nominating Committee members must be members of NYSACAC and NACAC and currently employed full-time in the profession.
- Committee members serve for a maximum term of three years, including the Immediate Past President, who serves the first year as Nominating Committee Chair and the second two years as a committee member.
- Vacancies are filled through appointment by the Immediate Past President.
- The committee position held by a Past President who has fulfilled their term on the committee is replaced by the incoming Immediate Past President.
- In the event of committee member resignation or disqualification, the Immediate Past President appoints an eligible member of NYSACAC and NACAC as an interim replacement for the preexisting term.
- Nominating Committee members may not serve consecutive terms and are required to have prior experience on the NYSACAC executive board.

## Elections and Awards

- The Immediate Past President coordinates an email to current members to solicit nominations for elected positions and awards, typically in the fall or winter of each year.
- The Nominating Committee reviews and approves a slate of nominees to the members for the ballot, typically in the late winter of each year.
- The Nominating Committee reviews nominees for annual awards and selects award recipients.
- The elections are completed prior to the annual conference, when results are shared and awards are presented.
- All officers assume their new position and duties following the annual conference, including the Presidents.

## **Professional Development Committee**

Contact: [professional.development@nysacac.org](mailto:professional.development@nysacac.org)

### *Charge*

The charge of the Professional Development Committee is to develop regional forums for professional issues and trends.

### *Responsibilities of the Chair/Co-Chairs*

- Plan a number of winter and spring professional development forums in representative areas throughout New York State, including for example Long Island, North Country, Capital District, Upstate, Central, and Western New York.
- Represent current issues and trends in the profession as well as areas of professional development suggested by the membership. Forums should address issues related to both the college admission and school counseling professions.
- Continue outreach efforts to secure either new or returning site locations.
- Meet with site coordinators via e-mail and telephone on a regular basis from September through April.
- Act as resources for site coordinators throughout the planning and implementation of the forums.
- Design and prepare the invitation and mail in a timely manner.
- Work with membership co-chairs to secure appropriate mailing lists from professional organizations across the state.
- Submit regional forum announcement in winter issue of NYSACAC newsletter; submit highlights in spring issue.
- Work with the Chief Delegate to coordinate Delegate representation at each site location.
- Prepare summary report and overall evaluation for each program.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

#### *Responsibilities of Committee Members*

- Act as site coordinators at forums.
- Select date for event.
- Secure appropriate speakers.
- Coordinate correspondence with invited guests.
- Coordinate logistics, including food, parking, information packets which should include membership forms (code them with site location and PDF year in order to track future memberships that occur as a result of the event).
- Submit evaluation packet summary at conclusion of event.

#### **Scholarship Committee**

Contact: [scholarship@nysacac.org](mailto:scholarship@nysacac.org)

#### *Charge*

The charge of the Scholarship Committee is to oversee the annual scholarship and to ensure the timely and fair disposition of scholarship funds. The committee is charged with publicizing and soliciting applications and making decisions based on the applicants' responses. It is also

the responsibility of the committee to distribute the scholarship(s) and follow up with recipient(s) to ensure the scholarship(s) awarded is received.

#### *Responsibilities of the Co-Chairs & Committee*

- Coordinate the application, delivery and selection process for the scholarship
- Review the application forms to ensure accurate representation of the rules and requirements for applicants
- Select scholarship recipient(s)
- Make announcement at the NYSACAC annual conference of the scholarship recipient
- Make arrangements for the scholarship recipient(s) to attend the annual conference
- Distribute the award letter(s) to the recipients' campus(es)
- Follow up with scholarship recipient(s) to make sure scholarship was received
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

#### **School-College-CBO Relations Committee**

Contact: [school.college.relations@nysacac.org](mailto:school.college.relations@nysacac.org)

#### *Charge*

This committee will facilitate the relationship and dialogue between secondary school, community based organization, and college admission professionals. The focus of the committee is to encourage robust participation in professional development activities sponsored by NYSACAC. As part of an ongoing effort, the committee will promote the benefits of NYSACAC membership to all eligible professionals as well as to emerging members via graduate school counseling and higher education programs in New York State. The committee will work collaboratively with all committees, particularly professional development and membership, to meet NYSACAC organizational goals.

#### *Responsibilities of the Co-Chairs*

- Recruit and lead a committee of dedicated secondary school, community based organization, and college admission professionals representing the diverse regions of New York State
- Contribute to a minimum of two NYSACAC newsletters during the academic year
- Facilitate customized regional conversations/meetings among secondary school, community based organization, and college admission professionals
- Promote NYSACAC-sponsored events including professional development forums, Summer Institute and the annual conference

- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

### **Summer Institute**

Contact: summer.institute@nysacac.org

#### *Charge*

The charge of the Summer Institute Committee is to provide an educational forum for new school counselors, college counselors and college admissions counselors. The Institute is an intensive, experiential based program that brings new and experienced counselors together with seasoned mentors to grapple with a wide range of admissions counseling issues. Through lectures, workshops, case studies, round table discussions and mentor group meetings, participants share expertise, develop creative approaches to challenges and tackle ethical issues. The Institute is managed and executed through the volunteer efforts of a dedicated Planning Team, which includes Co-Chairs (2), Curriculum Director, Onsite Coordinator, Publicity Director, and Lead Mentor.

#### *Responsibilities of the Chair/Co-Chairs*

- Serve as liaison between the Institute's Planning Team and the Executive Board of NYSACAC
- Prepare and administer the budget for the Institute.
- Select new members of the Team (with other members' input) and new mentors from nominations.
- Assist the Curriculum Director of the Institute in recruiting presenters and overseeing communication with workshop presenters before and after the Institute.
- Prepare agendas, schedule and lead Planning Team meetings.
- Prepare and present an annual report on the Summer Institute to the NYSACAC Executive Board.
- Fulfill a four-year term, one for training and three on staff, for the full Institute, which traditionally occurs in the beginning of August, Monday through Friday.
- Maintain all records of the Institute.
- Submit articles regarding the Summer Institute for the NYSACAC newsletter.
- Coordinate the traditional Summer Institute Reception at the annual conference.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar



## *Responsibilities of the Planning Team*

- Play a critical role in setting the agenda and tone of the Institute.
- Help promote overall awareness of the Summer Institute.
- Attend planning team meetings and participate in planning conference calls.
- Develop curricular philosophy and implementation of curriculum, which includes ethics cases, case studies, role-playing skits and setting schedule for the Institute.
- Assist the Co-Directors with recruiting, selecting and advising mentors and workshop presenters.
- Update, review, and compile the Summer Institute materials for participants, mentors and Planning Team.
- Help coordinate mentor meetings during the Institute.
- Develop the Institute's evaluation format, compile results, and use it as a basis for changes in the Institute.
- Provide evaluation feedback to workshop presenters.
- Write thank you notes to mentors and presenters of the Institute.
- Fulfill a four-year term, one for training and three on staff, for the full Institute, which traditionally occurs in the beginning of August, Monday through Friday.
- Participate in all Institute activities.
- Develop and update the Institute registration brochure and mail to all NYSACAC members and affiliated groups.
- Organize the Summer Institute raffle at the annual spring conference to raise scholarship monies for participants.
- Canvas colleges and schools for donations for the raffle.
- Select and purchase mementos for mentors and workshop presenters.
- Work in liaison with the site staff, traditionally at Skidmore College, to ensure the smooth operation of the Summer Institute.
- Assist Co-Directors in the pre-Institute workshop for mentors.

## **Technology Committee**

Contact: [technology@nysacac.org](mailto:technology@nysacac.org)

### *Charge*

The charge of the Technology Committee is to manage the NYSACAC website, help maximize communication and service to various constituencies, and identify and implement new ways to use technology in support of other committees.

- Look at the overall view of NYSACAC as it is presented on the web.
- Identify and implement innovative website functions.
- Continually update the NYSACAC web. Communicate with other committees to solicit website changes.
- Work with membership and other committees to create online forms.
- Work with membership to maintain contact database.
- Regularly check technology@nysacac.org email account.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar

### **Winter Institute**

Contact: winter.institute@nysacac.org

#### *Charge*

The charge of the Winter Institute Committee is to provide an educational forum for new school counselors, college counselors and college admissions counselors. The Institute is a one day intensive program that brings new admissions professionals together for networking and discussion with seasoned professionals. Through lectures, workshops, and round table discussions, the mentors guide discussions with the participants and share their expertise to provide a foundation of knowledge in topics that touch on all aspects of our profession. The one day professional development event is designed to complement other NYSACAC opportunities (such as Summer Institute) and provide another opportunity to support new school counseling and admissions professionals and assist with building support networks.

#### *Responsibilities of the Chair/Co-Chairs*

- Select presenters and topics for each year ensuring that presentations are topical and are applicable to all audience members.
- Prepare and administer the budget for the Institute
- Select host sites that are strategic and encourage maximum attendance.
- Promote the Institute by managing all communication plans to encourage maximum attendance.
- Maintain all records for the Institute
- Conduct participant and presenter surveys at the conclusion of each event. Use data to influence decisions for the following year.
- Submit reports to respective VP prior to board meetings as determined by the yearly board calendar