

MAACCE Executive Board Meeting  
June 17, 2014  
Tan-Tar-A

Meeting called to order at 1:57 pm by Timothy Fowler

**In Attendance** – Timothy Fowler, Jimmy Reed, Mary Reed, Theresa Baker, John Henschke, Ramona George, Charity Stillings, Shelby Philip, Billy Rader, Lisa Weatherly, Juli DeNisco, Steven Mills. Jim Sharrock attended second half of meeting

**Secretary's Report -**

- January 10, 2014 minutes have been approved via email
- Will email updated board list to all board members
- Will email June minutes to all for approval in late June/early July
- Provided Secretary job description – attached

**President-Elect report – attached**

- Job Description attached

**Treasurer's Report –**

- Given by Timothy Fowler - Jim Sharrock is currently managing the conference registration desk
- Almost every expense is conference-related
- Last page of Treasurer's Report is current balance
- Balance as of May 30, 2014, \$30,831 – don't know if that includes CD's
- As of now, \$24,248.45 in CD's
- Tan-Tar-A gets paid after conference – will have a massive payout in July
- President-Elect based his budget on what is coming in on Reg Online – currently over \$57,000. Reg Online pays out monthly
- It is possible this Treasurer's Report does not include Reg Online payments from May and June
- COABE will reimburse speakers – (\$10,000 grant) – money does not go to Tan-Tar-A
- Items for further consideration:
  - Treasurer's Report does not have line items
  - Need a system to track expenses
  - Need a way to submit checks payable to MAACCE (example - vendor checks)
  - Need a balance sheet with monies going in and out
  - Need to ensure financial transparency - important for a non-profit
  - Previous treasurer's had a good system – QuickBooks or Quicken
  - Need a segregation of duties for handling monies which follow general accounting principles
  - Need a chart of accounts, balance sheet, cash flow statement, ability to see assets, purchases being made, cash in and cash out
  - As of today, not filed with IRS as a non-profit status – must be in good standing- accountant is waiting on paperwork so he can file for MAACCE
  - Need to identify who handles tax status filing
  - Need an updated tax letter

- MAACCE purchased a laptop for Treasurer's use at registration
- Incoming Treasurer should have input into any changes made
- Consider removing conference registration from Treasurer's duties – have a committee to do registration, not just treasurer
- Need a representative from each category on conference registration committee.
- \$1500 Treasurer stipend is based on a successful audit – we have not had an audit done
- 501c status may be valid, but in jeopardy. Form 990 needs to be done. Accountant Mike Sommers to file Form 990, when he receives info needed from Treasurer to file it.
- Quickbooks has ability to complete form 990 automatically.
- Need to prepare an organizational budget. Membership fees are used to pay for accountant, web services, board expenses, printing and mailing, treasurer's stipend. Timothy provided a sample budget (attached) that he believes is funded by membership dues.
- The MAACCE computer has accounting software on it, and this software should be renewed every year.
- As part of being a 501c organization, there is a website called "tech soup" which is a technology organization that allows 501c organizations to upgrade and receive software for little or nothing. Example Adobe Photoshop or Microsoft Suite which is normally around \$900, you can get for around \$13. You can get QuickBooks Non-Profit software, which is normally around \$700, for around \$40. If we use a software program we can build in a chart of accounts, organizational budget, and income and expenses, and track expenses by category,
- Laptop is a depreciable expense and should be depreciated every year, because it is an asset. These software programs track items like this. Plus, the Form 990 can be prepared with the push of a button – as long as the software and input data is up-to-date. Form 990 can come right out of QuickBooks.
- Will set up two budgets – Conference Budget and an Operating Budget
- Theresa made motion to create a registration co-chair to conference registration committee. Juli seconded. Motion passed.
- Timothy asked for motion to approve Treasurer's proxy report. Need to resolve 501c status. Without being able to show income and expense – not comfortable approving treasurers report. Billy suggested Treasurer's Report be tabled for now. Ramona seconded. Motion to table Treasurer's Report passed.

#### **Conference –report attached**

- 270 registrants;
- \$56,694 in registration income
- last year TanTarA expense was \$44,000 – this year estimate of \$48,000.
- Room night obligations – negotiated 425 – at time of report was 487 - now at 569 – so we have surpassed our room obligations at Tan Tar A
- Will have category payouts
- Will have entertainment payout
- Won't need to use \$200 budgeted for Silent Auction -- will use the money towards a raffle item of a 2015 conference and a two-night stay at Tan-Tar-A
- Estimate is MAACCE will come out ahead on the conference.

## **New Business**

- Need to plan a board retreat to address needs and current functioning of MAACCE
  - Clarify job duties and commitments
  - Update Constitution and Bylaws
  - Need a committee for 'business of business'
  - Board should be governing finances – should not be on one person's shoulders
  - Review and revise standard operating procedures
  - Prepare and approve a conference budget and a non-conference budget
  - Need for DNL insurance for board members
    - Dr Henschke says cost is approximately \$1500-\$2500 a year
  - Address website update and maintenance
  - Training on website updating
  - Address social media exposure – Facebook page – updates and maintenance
  - Identify and serve needs of membership
  - Identify and maintain relationships with past presidents and lifetime members
  - should track members – especially lifetime members – these would be good stewards to organization
  - Update and maintenance of membership information
  - Look at creating a board position of Historian
  - Ability to keep members informed (email, newsletters, Facebook page, website)
- Timothy will distribute committee volunteer sign-up sheets at category breakouts at conference. Mary will distribute results to board and planning committee

## **Awards & Nominations – report given at June 20 Board Meeting**

### **Publications (Publicity) - report attached**

- Need to remove Historian from Publications title - Historian is not listed in the bylaws
- MAACCE Facebook page was created when Theresa was membership chair, and Juli has been updating it with conference information. It is a group page – anyone can post on it
- Membership chair will be in charge of Facebook page and board members should make an effort to post to the page at least four times a year. Go to <https://www.facebook.com/groups/200854709944363/> to post
- Hootsuite is a useful tool for posting time sensitive items on Facebook.
- There is another Facebook page that Timothy Fowler, Jany Pruel and Stephanie Tolen only can post on – nothing is posted on it.
- Webpage – needs updating and renovation – needs overhaul
- Webmaster suggests move to Wordpress platform
  - widely used – two advantages 1) can make content updates ourselves 2) free templates;
- estimated cost to update website – a one-time payment of \$2000 which includes working together to come up with a template that we like, migrating current info to updated template/website, provide instruction to MAACCE board on how to add content ourselves
- Currently pay Jeff (webmaster) \$1500 a year

- Wordpress is not hard to work with and \$2000 is a lot of money. Is there someone in-house who could also do this and work with Jeff on it? (Perhaps a discount to do it now since only half year into contract.) Do we have wiggle room in the \$1500??? Could he do a little facelift on website under our current contract? Theresa will talk to him about this.
- Good idea to keep Jeff on until website updated and a plan in place for regular website maintenance.

**Legislative Awareness** – nothing to report

**President report** – attached

- Job description attached
- Timothy will stay on as Past President remotely from New York. He plans to attend 2015 MAACCE conference and sit in on board meetings virtually. Conference for 2015 – Timothy will do LDI and Past Presidents' Luncheon.
- Timothy handed out volunteer signup sheets to be given out at category meetings at conference to get new members to serve on committees – sample attached
- Submitted operating budget – attached
- Submitted generic Board of Directors job description - attached
- MAACCE Board Timeline handed out
  - Add *newsletter* to January
  - Add *ratify slate of nominees for offices* to April
  - Suggest making the September board meeting a working meeting/retreat. Attendees will have assignments prior, such as reviewing the bylaws and constitution.
  - suggest adding a budget approval date
- Timothy will not be able to attend September retreat in person – he will reach out to Stephanie and Jamy to see if they can assist with the Past President's duties/role.

The following committees were not able to present at the board meeting, due to time constraints:

**Membership** – vacant –

- Need to let membership know they receive a free COABE membership with their paid MAACCE membership. (typically \$35 a year for COABE membership)
- Who has list of lifetime members? Treasurer currently has it.

### Category Reports

**Community Education** – report given at General Membership Meeting and is included in those minutes

**After-School** – report attached

**AEL Teachers** – Brad Dorris will be Category Chair

**AEL Directors** – report attached

**Higher Education** – position to be filled by Susan Isenberg, PhD

**Affiliate Reports**

**LERN** – report attached - \$1975 bill received – per Juli, LERN will renew our membership for free. Free year for 2015 – membership needs to vote to on this next june. Should be brought up in the April 2015 meeting to see if we renew.

**AAACE** – report attached; Jim Sharrock will be the new AAACE liaison; national AAACE conference will be in St Louis in February 2015

**COABE** – report attached

**MVAEA** – report attached

**Next Meeting**

- Plan to schedule a Board Retreat in September, hopefully in connection with 2015 Conference Planning Committee Meeting

Meeting adjourned at 5:26 pm – motion made by Lisa Weatherly and seconded by Ramona George – motion carried. Adjourned 5:26 pm

Respectfully submitted,  
Mary Reed  
MAACCE Secretary  
7/24/14

President-Elect report for MAACCE Board:

**Conference Income**

As of the time report we currently have 265 registrants with a registration income of \$56,694. While the number of registrants is slightly lower than last year (9), the conference income exceeds last year's conference by \$1,751 which is likely attributed to higher level vendors. My goal for the conference is to at most make \$1.00 or at worst break even so the next president- elect will have more to work with financially. Additionally, we benefitted from COABE sponsoring our speakers to the amount of \$10,000 which is a great benefit and as an organization we must make do our part to make representatives from COABE feel welcome and ensure their investment in our organization is worth their money.

**Room Night Obligations:**

We are well over the negotiated 425 and currently we sit at 487, which is attributed to pre-conferences, board member arrivals, and 5K participants. The good news here is after we pay the Tan Tar A bill, we will have no additional financial or contractual obligations coming off the 2014 conference.

**Conference Budget :**

I am not an accountant by trade so I will do my best to keep this simple for the board. My philosophy (right or wrong ) is that there are really two budgets: the MAACCE budget and the conference budget. We average paying Tan Tar A \$45,000, for the sake of inflation I will take that up to \$48,000 which subtracted from our current registration income gives us \$8,694. I will approximate (based on the previous treasurers report) that we have an additional \$6,000 which gives me a conference budget of \$14,964. With that in mind here is an updated conference budget:

**Category Allowances:**

Adult Ed       -\$1,000

Community Ed -\$1,000

Afterschool   -\$1,000

Total           -\$3,000

Balance-       \$11, 964

**Entertainment**

(Thursday Evening DJ) -\$400.00

Balance-       \$11, 964

**LDI**

10 attendees @\$50.00	-\$500.00
Dinner (w/board) @30 x 35.00-	-\$1050.00
Breakfast (w/board) @30 x 25.00	-\$750.00
Supplies @10x 20	-\$200.00
Total	-\$2500

Balance- \$9,694

Conference Bags @300	-\$450.00
Conference Booklets @ 300	-1,373.00
Door Prizes-	-\$500
Awards- @ 10 awards plus printing	-\$500.00
Decorations	-\$300.00
Printing (includes ballots, ribbons etc.)	-\$300.00
Presidents reception	--\$300.00
Sunset Cruise	
1 hour up to 125 people	-\$800.00
Silent Auction-	-\$200.00

Balance \$4,971

Now I may have missed something but the ending balance will provide us buffer for any unforeseen expenses. I include LDI expenses but not regular lunches and dinners for registrants as those costs come out of the aforementioned \$48,000. If my math is off or there are any errors please let me know.

## MAACCE E-Blog

### Job Description President-Elect:

Congratulations, you have been elected by the MAACCE membership to the office of president-elect hopefully after reading this you will take a breath knowing that while it's a tough job it's a rewarding job. First the ground rules that you must live by as your role (like all roles in MAACCE is voluntary):

- 1) Your family comes before MAACCE;
- 2) Your job that pays you comes before MAACCE.

With that said its not nearly as hard as it looks, my first time as president elect I coached my daughters soccer team as was literally arranging rides to a game for three girls one the team right before I addressed the LDI class in St. Louis (I live in Jefferson City). Now that is a memory I will never forget and always cherish and you will make your own.

Now then more than likely your date and location for the MAACCE conference you will work on has already been established and you will have contacts at Tan Tar A (or whatever resort you are contracted with) if it is Tan Tar A you will work with Dave Sanders and Renee Vandiver. They can literally help you with anything on site at any time.

Your planning committee is the backbone to the conference! This committee works with everything from decorations to food to breakout sessions. Silent auction, awards banquet and LDI literally everything is done with this group which you will report progress to the board. Now remember just like you their positions are voluntary and they too live by the two rules I mentioned earlier so it is important that you are patient but at the same time you should communicate both their importance to the team and set goals for them.

My personal plan of attack for a conference is to look at the previous year and where the organization struggled. Last conference we really had trouble attracting vendors so I am helping out a bit with that committee. Good vendors can bring much to a conference (on top of money obviously). Now the resort will have a fee that they charge to set up tables for the vendors so make sure your price schedule includes that fee.

As an organization you are only going to be around as long as you have income coming in. As president-elect you have to look at two things: revenue from registrations, and hotel room nights. These are two separate pieces with both equally important! On average MAACCE pays Tan Tar A \$45,000 per conference so the planning budget should begin after that number. As of this moment in June we are at \$57,000 in revenue giving me around a \$13,000 as a conference budget. In addition to this you have



allotted room nights that you must make or you have to Pay Tan Tar A more, or you have to sign a longer contract with the resort.

Budget for the conference (this one is tricky) here is the problem you will want to meet with the treasurer to establish what we have in the bank minus the CD's etc. For example this year its around 8K, which in no way can I build an actual budget for a conference on that amount of money. So you do some estimating (always estimate low on attendance and high on expenses) I say this because you will likely have more attendees and less expenditures making you look like a Nobel Prize winner when its all said and done. See below for an example:

2013 MAACCE- 270 registrants

2014 estimates- 240 registrants, 220 of which are early bird at \$199.00= \$43,780;

20 registrants at regular rate of \$225.00= \$4500

Total: \$48,280 + the 8K we started with comes to: \$51, 780

That sounds great right but here is the problem we pay Tan Tar A an average of 45K to put the conference on so now we are looking at clearing around \$6,780 but it will be less than that but hey we are a not-for-profit. Odds are you will have more attendees but never take that for granted as economic times are tough! Also 3K of your budget will be allocated to category allowances (higher ed at this time is dormant but if they come back it will be 4K) plus you have the Hovliand award.

Make sure you stress to the category chairs to be mindful of spending. Many times you can find creative ways around spending large amounts of money. For example my vendor committee came up with a great idea to help with decorations at the conference:

Our theme this year is the 80's so in the vendor packet we advertise for an 80's themed booth decoration/costume contest in which the membership votes on their favorite booth (generates traffic to vendors) the vendors in-turn present the attendees with a voucher allowing them to turn in for mulligans for the 80's team trivia contest held just after the booths open. By doing this we have generated both traffic and interest to the vendors who will likely want to come back plus we are having some fun in the process.

LDI, make sure you not only spend time with the LDI class but empower those in the class. Many of them are having their first experience with MAACCE and the concept of being on a board to them is the same of you and I landing on the moon. Network with them and find out their interests and they could be the next valuable board or planning committee member!

Recruitment of planning committee and board: keep in mind that some positions are elected by the membership others are elected by the board. Try to recruit members that want to be involved proactively rather than reacting to vacant positions. Believe me you want to have actual elections for positions this builds interest. My first year in MAACCE I met a real cool guy named Dale Crider who really helped me out a lot in MAACCE he literally ran for president-elect 3 times before finally getting elected but loved the process and was never bitter about it. This is what makes an organization being proactive as every decision made will affect future years.

Finally, be mindful of the economy: right now the afterschool side of MAACCE can afford to send multiple people to the conference, while the adult ed side (largest group) is struggling. When you propose your registration fee you have to set it where people can afford to pay it while still being responsible to the organization.

By the time you are reading this I am guessing you have some very capable people surrounding you!

Balance 7/1/2013

54,902.78

Deposits

7/17/2013 ReSubmit

4

Expenses

7/3/2013 1014 Run for Awareness

3,092.50

7/12/2013

1013

150

7/23/2013 1028 Tan-Tar-A Board Meeting

1012.6

7/23/2013 1030 Tan-Tar-A Conference

44,022.59

7/24/2013 1027 Brake Printing

1375

7/30/2013 1031 CPS Havalon

1019.7

7/3/2013 Return Deposit fee

7

7/3/2013 Deposit returned

4

Balance 7/31/2013

4223.39

Balance 8/1/2013

4223.39

Deposits

8/14/2013

199

8/14/2013

4919.22

Expenses

8/30/2013 1032 Lern Membership

1975

Balance 8/31/2013

7366.61

7,366.61

Balance 9/1/2013

Deposits

9/9/2013	398
9/9/2013	797
9/9/2013	1590

Expenses

9/11/2013	1033	MO State Printing	1209.8
9/12/2013	1016	Cooper Mgt& Training	1350
9/13/2013	1017	Sommers -	20
9/27/2013	1034	Graphic Arts Printing	1428
9/27/2013	1036	Shelby Phillips LDI	50

Balance 9/30/2013

6093.81

Balance 10/01/2013		6093.81
Deposits		
10/15/2013		799
Expenses		
10/1/2013 1022D.Michaels - LDI		50
10/8/2013 1021-M.Reed		21.58
10/22/2013 *Holiday Inn MVAE		92.96
Balance 10/31/2013		6728.27

Balance 11/01/2013	6728.27	
Deposits		
11/13/2013	125	
Expenses		
11/1/2013 1040 Zing Studios - web		1200
11/1/2013 1041Shelby Phillips- MVEA		126.13
Balance 11/29/2013	5527.14	



Balance 12/1/2013		5527.14
Deposits		
Expenses		
12/17/2013 1043 Jamey Pruel - AAACE	300	
12/18/2013 1042 Tan Tara Oct Board mtg	962.58	
Balance 12/31/2013		4264.56

4264.56

Balance 1/1/14

Deposits

Expenses

1200

1/14/2014 1044 John Henschke AAACCE

Balance 1/31/14

3064.56

3064.56

Balance 2/1/14

Deposits

Expenses

2/12/2014 1045 Zing Studios  
2/26/2014 \*Wesitn COABE

1200  
706.8

Balance 2/28/2014

1157.76

Balance 3/1/2014

1157.76

Deposits

Expenses

3/17/2014 \*Holiday Inn -MVEA

92.96

Balance 3/31/2014

1064.8

1064.8

Balance 4/1/2014

Deposits

4/4/2014	622.35
4/23/2014	872.65
4/29/2014	1791

Expenses

4/7/2014 1047 COABE	1200
4/18/2014 1049 S.Phillips MVEA	137.99
4/22/2014 1048 J. DeNisco COABE	474.87
4/23/2014 1046 AAACE	250

Balance 4/30/2014

2287.94

Balance 5/1/2014		2278.94	
Deposits			
5/28/2014		28592.86	
Expenses			
5/7/2014 1051 A.Parris-photos	49		
Balance 5/30/2014			30831.8

# **Missouri Association of Adult, Continuing, and Community Education**

## **Member of the Board of Directors Job Description and Expectations**

**Purpose:** To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of MAACCE so as to support the organization's mission and needs.

**Mission:** The Missouri Association for Adult Continuing and Community Education focuses on lifelong learning by enhancing the growth and development of professionals with diverse roles as they address the changing needs of their communities.

### **\*Major responsibilities:**

- Organizational leadership and advisement
- Organization of the board of directors, officers, and committees
- Formulation and oversight of policies and procedures
- Financial management, including adoption and oversight of the annual budget
- Oversight of program planning and evaluation
- Review of organizational and programmatic reports
- Promotion of the organization
- Fundraising and outreach

*\*Members of the board share these responsibilities while acting in the interest of MAACCE. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:** Two to Three years, depending on the board role. This is detailed in the Constitution and By-Laws.

### **Meetings and time commitment:**

- The board of directors meets twice annually at a minimum. One of these meetings will be held in conjunction with the annual meeting (conference).
- Committees of the board meet an average of four times per year, pending their respective work agenda.
- These meetings may be held via conference call or other media, to save time and money.

### **Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able.
- Participate on a standing committee of the board, and serve on ad-hoc committees as necessary.
- Be alert to community concerns that can be addressed by MAACCE's mission, objectives, and programs.
- Help communicate and promote MAACCE's mission and programs to the community.
- Become familiar with MAACCE's finances, budget, and financial/resource needs.
- Understand the policies and procedures of MAACCE.

## MAACCE Publications Report

June 17, 2014

### MAACCE Website

The website is up to date. Continue notifying me of anything you want updated. I am requesting funds of \$2000 to update the design of the website, as the current look is very outdated and we will be hosting COABE in the near future. It is also not responsive for mobile devices and the update would change that.

### Historian

At some point, of which I am unaware, the position of Historian was added to the Publications position. Until this year, these were two separate positions, one of which has been empty for some time. I never accepted the added position of Historian, so I would consider this position still vacant. To add some complexity, there is no description for Historian, or requirement for having one, in the by-laws.

### MAACCE Facebook Page

The Facebook page that I created as Membership chair is also up to date. I created the page as a group page, so that anyone in the organization can post to the page. There is a second page out there, the creator of which had the only administrative access (as far as I know) then left. I am open to suggestions/discussion on:

1. Whether the Membership chair should be in charge of the Facebook page
2. How to know who is a member of MAACCE before blindly accepting anyone that asks to be a part of the group, and
3. What, if anything, to do about that other FB page



# MAACCE AEL Directors Category Report

1. **May 2014 new officer were installed:** Shannon Moore led the installation of the new MAELAA Board: President Betty Wymore, President Elect Sarah Porter, Past President Shannon Moore, Secretary JaVonda Quinn, Treasurer Susan Burns, Southern Region Representative Juli DeNisco, Eastern Region Representative Mary Grott, Central Region Representative Lydia McClellan, Northwestern Region Representative Deborah Briggs, MAACCE representative Ramona George and the Nominating Committee members are Patty Kueckelhan, Bonnie Endicot, and Amy Jones. Betty Wymore led directors in thanking Shannon Moore for her leadership and service during the past year.
2. **MAACCE Update:** Presented by Ramona George and Juli DeNisco. MAACCE will be June 17-20 at Tan-Tar-A. Early bird registration has been extended until May 15. Craig Boykin is the keynote speaker and will speak about GED to Ph.D. Daphne Reed Maxwell is the capstone speaker. HiSET will be a sponsor, exhibitor, and will have 2 presentations. Stacey Blodgett is doing the Leadership Institute as a pre-conference option. MAACCE is now a large group member with COABE so that members of MAACCE are now automatically members of COABE. There will be at least 20 AEL and 6 ESL presentations. MAACCE is pre-approved by DESE for PD hours.
3. Lydia McClellan presented an update on the **PD Advisory Committee**. The PD Committee has finalized the 5 topics for MTI PD development for next fiscal year. She shared that DESE has stated the new PD travel request policy has been effective in reducing the amount of money spent. Patty Kueckelhan will be the new PD Committee Chair, and Lydia will be the new secretary.
4. Shannon Moore shared the **HiSET brochure** which was provided to us by DESE. DESE staff requested we review and report necessary changes back to them. Shannon suggested directors review the brochure on their own and write any changes to their copy. Shannon will then combine all suggestions into one document and submit to DESE staff at the end of the conference.
5. Betty Wymore led a discussion about **HiSET**. Mary Bader and JaVonda Quinn attended the HiSET Standard Setting, as well as a teacher from St. Louis and one from North Kansas City. Mary reported that this is a transition period for HiSET. In the future, changes to the test will be gradual. With computer-based testing, they are able to easily add in more difficult questions.
6. Shannon Moore led a discussion about **new director training**. She reported that DESE facilitated only 1 new director training this past year. Shannon suggested having training that is more advanced than an introduction. Betty suggested that mentors attend the trainings with the mentees. Ramona George suggested that each new director visit 2-3 other programs. Sarah Porter suggested increasing the director mentorship length to 2 years.

7. **Old Business:** January 2014, Missouri's new high school equivalency test became the HiSET test developed by Educational Testing Service (ETS).

The cost of the new **computer based** test will be \$95, which includes a \$60 registration fee for the cost of the test and \$7 for each of the five test sections to cover the costs of administering the test. Because examinees do not have to complete the entire test at one time, they can take the test in sections. Students must register for the test online, at [www.hiset.ets.org](http://www.hiset.ets.org).

The \$60 registration fee will allow individuals to test three times during a 12-month period. Re-test fees per section will be \$7.00.

Information from the HiSET program also will help identify areas in which candidates are career- and college-ready, as well as areas in which additional preparation may be needed.

The work of the HiSET program has been divided into two phases (Phases 1 and 2) that will continue to evolve as many states adopt and implement career- and college-readiness curriculum standards and move toward new standards in science and social studies.

8. MoLearns.com will be the high school equivalency online class, formerly GEDOnlineclass.com.

Submitted by Ramona George, MAACCE Category Chair

## **LERN Affiliation Report**

### **Submitted by Cheryl Graber, LERN Liaison**

#### MAACCE/LERN Membership:

The affiliation between MAACCE and LERN is finally underway and Community Education members are being recruited to take advantage of this professional relationship. As a recap, LERN will provide full membership benefits for up to 10 organizations, provided none of the organizations are already LERN members. The benefits that these members, plus up to six (6) of their staff, will receive are included in the attached document *Expanded LERN Membership Benefits*. Two free webinars are also provided, and the topics can be selected by MAACCE members. There are many other benefits available under this affiliation. It was decided that in order to take advantage of this professional opportunity, memberships would be contingent on the organization being a current MAACCE member and participating in some capacity with MAACCE such as conference planning, board participation, Community Education standing committee, and/or silent auction donation.

MAACCE paid \$1,975 for this benefit in August, 2013. This is a 50% discount from LERN's normal rate of \$395/year per organization. Since the affiliation got off to a very slow start last year with only two memberships, LERN recently agreed to extend the membership start date for all 10 memberships to run from June 12, 2014 to June 11, 2015.

#### Professional Development

In order to create awareness of this affiliation, I provided a professional development session to the Community Education Category at our consortium meeting on April 14, 2014. This session was an introduction to LERN and its benefits and included training on creating program Needs Assessments using the LERN model and resources. A program information sheet and membership application for the MAACCE/LERN affiliation was created (see attached) and presented to consortium members where five (5) additional members completed the application process. To date, there are 7 of the 10 membership spots filled, and it's our goal to fill the other three remaining spots during the conference.

Additional professional development using LERN models/concepts will be provided to MAACCE conference attendees in a session entitled *Take Your CE Program Beyond the 80s!* In this session presented by me and Stephanie Tolen, attendees will learn about Program Development and Pricing the LERN way. Another session using LERN principles will be presented by Gabe Branstetter on *Print Brochures: You Don't Know What You Got Till It's Gone*. Both sessions will discuss the benefits of a LERN membership.

### LERN Conference

The next LERN Annual Conference will be held on November 20-23, 2014 in Orlando, Florida. Conference topics will include tips and techniques on programming, budgeting, management, trends, marketing, brochure design to increase enrollments, boost income, save on costs, and much more. The content is geared to those in a variety of institutional setting conducting educational programs for the community, for business and industry, seminars, and professional development, and colleges, universities, public schools, recreation departments, vocational-technical schools, hospitals, museums, health care organizations, associations, and private industry. More information is available at [www.lern.org](http://www.lern.org).

---

Submitted 6/16/2014

# Expanded LERN Membership Benefits

Maximize your profits with LERN's *"Information That Works!"*

**ALL FREE as part of your LERN Membership benefits!**

✓ **FREE Registration Analysis Tool** - With LERN's free tools, you can discover your primary Market Segments, identify which Carrier Routes give you the best ROI on print promotions and see which Next Courses your students are most likely to want.

✓ **More Tools** - Promotions' Tracking Tool, Digital Brochure Software, Program Planning Tool, Contract Training Tool & others on the way.

✓ **FREE Information and Recommendations on Special Interest Areas** - Find out the latest trends on Certificate Programs, Social Media, Contract Training, Summer Camps, eMarketing and more!

✓ **LERN LinkedIn Group & Subgroups** - Network with more than 900 professionals in the field.

✓ **Webinars** - Covering hot topics as well as refreshers on important basics such as budgeting, program development, pricing and marketing.

✓ **Hot Topics** - and other money-making course ideas.

✓ **Member Magazines** - Choose which of the four member magazines best fits your needs.

✓ **LERN Galleries** - for Brochures, Web Pages, and now eMarketing! See what other programs are doing that works effectively - and why.

✓ **FREE Consulting Q&A** - Ask the LERN professionals your biggest questions - and - See what other LERN members are asking - get the answers you need!

✓ **FREE Best Ideas of the Year** - See all the LERN Awards submissions with the latest terrific ideas for marketing, brochures, web sites, programming and more - Over 100 new ideas in the LERN Club each year!

## Additional Membership Benefits

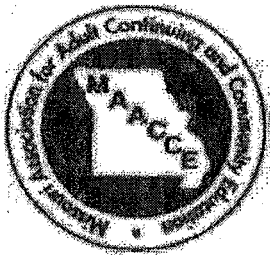
- ❑ Access to LERN Club - an exclusive member's only service with a Brochure Gallery, a Web Site Gallery, an eMarketing Gallery, Webinars on Demand, Links & PDFs for Member Magazines, LERN blogs and much more!
- ❑ One-on-one consulting with LERN experts by phone or email
- ❑ More than 5,000 practical, how-to articles available in the LERN Library
- ❑ Annual Brochure Critique
- ❑ Annual Web Site Critique
- ❑ Event Analysis
- ❑ Pricing Analysis
- ❑ Discounts on LERN Webinars, Events & Publications
- ❑ Eligibility for LERN International Awards
- ❑ Eligibility for LERN Leadership privileges
- ❑ Monthly E-LERN online newsletter specific to your organization type
- ❑ Personalized Service - talk to a LERN Information Specialist, not a machine



We **GUARANTEE** that if you fully use our information services, benefits and consulting, your LERN membership will be worth thousands of dollars to your program in increased income, higher enrollments and saved costs, or we will refund your entire annual dues.



*"Information That Works!"*



*"Information That Works!"*

## **MAACCE/LERN Affiliation Agreement**

LERN will provide full membership benefits for up to 10 organizations, provided none of the organizations are already LERN members. This is a 50% discount from LERN's normal rate of \$395/year. Thus, ten organizations can become LERN members for \$1,975. The benefits that these members (including up to 6 staff from each organization) will receive are included in the attached document. Two free webinars will be provided for all MAACCE members who are part of the affiliation with LERN. The topics for these webinars can be selected by MAACCE members.

In addition, LERN will offer all other Public School/Community Education members who are members of MAACCE access to their "members only" website at no cost as "Associate Members." These organizations will not receive the benefits of:

1. Brochure Critiques
2. Website Critiques
3. Access to LERN Software Tools

Associate Members will, however, have access to information that "non-members" do not see. In addition, Associate Members will receive the LERN membership benefit of a 10% discount on products, events, and services. This part of the agreement will be evaluated after 12 months.

---

### **MAACCE Requirements for Affiliation Membership:**

1. You must be an active member of MAACCE (\$25 annual membership fee.)
2. You must participate with MAACCE in one of the following ways:
  - Serve on the MAACCE Board
  - Serve on the MAACCE Conference Planning Committee
  - Serve on one of the Community Education standing committees, or
  - Provide a basket, donation, or other give-away item(s) for the MAACCE Conference Silent Auction. *(Not voted upon by the MAACCE Board.)*



*"Information That Works!"*

## MAACCE/LERN Membership Application

Name \_\_\_\_\_ Title: \_\_\_\_\_

School: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

MAACCE Member ☐ Yes ☐ No

Date of Membership \_\_\_\_\_

MAACCE Capacity:

☐ Board Participant

☐ CE Standing Committee

☐ Conference Planning

☐ Silent Auction Donation

What are you most interested in receiving from your MAACCE/LERN Affiliate Membership?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Afterschool Category Report**

**June 2014**

### **Run with Daniel K**

- Currently have 75 registrants which is more than last year.
- Many have donated but will not run including two huge donations (\$1,000 apiece) that went straight to PWUSA (Prader-Willi USA)
- If we raise more than last year, Jimmy will color his hair orange at the medal ceremony.

### **21st CCLC Afterschool Grant Competition**

- The Department of Elementary and Secondary Education has issued its application/Invitation for Bid regarding the 21st Century Community Learning Center Award for the 2014-2015 school year.
- Applications due June 25th

### **School Age Community (SAC) Afterschool Grant Competition**

- The Department of Elementary and Secondary Education has issued its application regarding the School Age Community Award for the 2014-2015 school year.
- The deadline for proposals is June 11, 2014.

### **MOSAC2 – November 14-16, 2014**

- MOSAC2 will be “Wild About Learning” at the fall Professional Development Institute (PDI) in Kansas City.
- Excellent key notes, informational breakout sessions, and fantastic opportunities to network with others in the field!
- Two pre-conferences – the Afterschool Leadership Academy (ALA) and a STEM preconference for frontline staff.
- The conference will be held at the Holiday Inn CoCo Keys Water Resort right off of I-70, across from Arrowhead and Royals Stadium.

### **Old Business**

### **Missouri Afterschool Network hosts committee meetings**

- afterschool professionals to collaborate on systems building



## **Afterschool Category Report**

**June 2014**

- Committees include: Quality, STEM, Public Awareness, Public Policy/Advocacy, and Funding & Sustainability

**The Missouri AfterSchool Network (MASN) and the Missouri School Age Community Coalition (MOSAC2) sponsored a video contest, "Follow Us to Afterschool."**

- The top video in each category will be awarded \$500 for their afterschool program in recognition of their great work.
- 2014 Winning Videos were submitted by the following programs:
  - Elementary (K-6th) STRIVE, Gasconade County R-2 School District
  - Middle (5th-8th) Martin City LINC, Kansas City
  - High School (9TH-12th) North Callaway High School, Kingdom City

**COABE Report**  
**Submitted by COABE Liaison – Juli DeNisco**

COABE Regional Institute at MAACCE:

MAACCE has been chosen to be a COABE Regional Institute grant recipient. The Dollar General Literacy Foundation generously sponsors the grant and is provided \$10,000 for the purpose of booking high profile speakers to draw COABE members to the event. This COABE Regional Institute will be held in conjunction with the annual MAACCE Conference at Lake Ozark, MO, June 17-20, 2014. The speakers' costs covered by the grant are Keynote: Craig Boyken, Capstone: Daphne, Maxwell Reid (best known as 'Aunt Viv' on the Fresh Prince of Bel-Air) and Leadership Development Institute Facilitator: Stacey Blodgett

Hector Martinez, COABE Region 5 Representative, will be in attendance at the LDI and conference. Clay Ware (past Region 5 Rep from St. Louis) will also represent COABE at the LDI meeting.

COABE Membership:

All MAACCE members are now COABE members due to the Large Group Membership. Members wanting to renew the COABE membership need only to renew the MAACCE membership saving the \$35.00 COABE Membership fee. Membership cards will be printed once names are submitted to COABE with MAACCE membership information.

Next COABE Conference:

Next COABE national conference will be April 21-24, 2015, for what promises to be another outstanding professional development experience! The conference will be held at the Hyatt Regency Denver located at Colorado Convention Center. All MAACCE members will get a discount of \$75.00 off the registration fee. More information is available at <http://www.coabe.org/conference2015.html>

2018 COABE/ MAACCE conference:

Paperwork has been signed and filed for the "intent to host" the 2018 COABE national conference. There are several cities in the next few years that are being considered including Dallas, Orlando, and Las Vegas. If any of them are unable to host we will host 2018, however, if they all host we could host the 2019 conference. We need to decide which city Kansas City or St. Louis would be better for the conference. It will have been 11 years since the last COABE/ MAACCE conference in St. Louis and I don't think many will mind if it returns. However, we might need to check all our options. The COABE conference planning committee will do all the booking and scheduling. MAACCE members will need to be the "boots on the ground" at the event greeting and assisting guests. This new model with COABE taking on the largest portion of planning was implemented for the 2015 conference and is intended to continue for future conferences.

## **MVAEA Liaison Report**

Shelby Philip

The MVAEA board met last on March 14th. Among a variety of housekeeping things that were discussed regarding the organization present and future, the board discussed the possibility of hosting their conference during the MAACCE conference this year.

The board voted and discussed details about the co-conference. Possible speakers and the financial details were discussed. The board decided that they wanted to approach the MAACCE board with the possibility and pursue the co-conference.

The MVAEA board approached and confirmed the speaker. The board set out to get the necessary funds from known grant and donations opportunities. However, due to a short time frame, the board decided to postpone the joint conference because of the lack of time they felt was needed to properly promote the conference. The board decided to pursue the co-conference in 2015 instead. No further discussion has occurred since this decision.