

Policies and Procedures

February 2026

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Mission Statement & Strategic Plan 2024-2027

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 2024-2027

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.
    - Objective 1: Strive to recruit and build a diverse executive board and membership that represents the demographics and diversity of New York State.
    - Objective 2: Promote professional development that enhances belonging, diversity and equity for its leaders and members.
    - Objective 3: Increase membership and engagement by recruiting and mentoring professionals from underrepresented areas of our membership.
    - Objective 4: Identify leadership development opportunities within the association that reflects the diversity 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.
    - Objective 1: Provide relevant information and updates concerning local, state, and federal policy in the best interest of our professional responsibilities and the students we serve.
    - Objective 2: Advance the membership opportunities for advocacy regarding policy areas of interest within post secondary education.
    - Objective 3: Expand the delivery of advocacy services and opportunities to members of all geographic regions of the state.
    - Objective 4: Continue legislative advocacy, especially with external elected officials involved in higher education communities.

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.

- Objective 1: Provide educational programming to prepare our members to serve students from underrepresented populations in higher education.
- Objective 2: Periodically survey our membership to identify interest and opportunities for programming and professional development.
- Objective 3: Educate members on best practices for ethical college admissions.
- Objective 4: 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.
    - Objective 1: Promote our organizational offerings to internal and external audiences through website, newsletter, email outreach and social media.
    - Objective 2: Develop relationships with regional and statewide organizations and companies that align and/or complement our affiliate to enhance opportunities for members.
    - Objective 3: Increase constituent's understanding of the benefit of membership to NYSACAC.
    - Objective 4: Seek opportunities and develop outlets to share knowledge with colleagues, and government officials.

5. Organizational Effectiveness: NYSACAC will maintain fiduciary responsibility while identifying strategic ways to advance our vision and mission.
    - Objective 1: Strive to present and approve an annual balanced budget.
    - Objective 2: Continuously seek out new revenue streams, including grant opportunities, that appropriately align with our mission and vision.
    - Objective 3: Promote data transparency and utilize organizational data to make informed decisions and to pursue grant opportunities.
    - Objective 4: Maintain best practices and build on the goals of transparency, oversight, shared responsibility, and role specification in the budget process.

NYSACAC Executive Board

The Executive Board meets at least four times a year. All voting members are expected to attend and provide information regarding their area of representation. The Board typically meets either virtually or in-person throughout NYS during the academic year. In addition, a Leadership Retreat is conducted each summer to orient new leaders and to set organizational goals for the year. A second retreat is held in December to evaluate the progress of the Board and committees, and to review plans for upcoming events and initiatives. Committee chairs are encouraged to attend the two retreats.

Expenses are usually assumed by the officer's employer, including transportation and lodging. Meals at the retreats will typically be provided by NYSACAC.

Executive Director

Contact: nysacac@nysacac.org

The Executive Director of NYSACAC plays a vital role in ensuring the continuity and stability of the organization, serving as the sole paid staff member amid a rotating volunteer leadership team. This individual supports the Presidential Trio and Executive Board by providing institutional knowledge, guidance, and logistical coordination.
A summary of Executive Director duties is as follows:

- Have a thorough understanding of the association, its Bylaws, policies and procedures, past practices, and program and events.
- Act as a central point of contact to respond on behalf of the association and/or distribute incoming communication to the appropriate board member or committee.
- Attend all meetings of the following groups: Executive Board, Leadership Team, Conference Steering Committee, Finance Committee and other committees as requested.
- Serve as the liaison with the association's attorney and investment company when necessary, ensuring legal and financial matters are handled appropriately and consistently.
- Attend and provide support annually during Summer and Winter Retreats, the Annual Conference, and the NACAC Annual conference at least every two years.

President

Contact: 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 the primary 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, Immediate Past Presidents, and Presidents-Elect for the state and regional associations. The Affiliate Presidents Council typically meets in person twice annually for leadership development and related activities, at a two-day summer retreat (LEAD) and at the NACAC Annual Conference. There are virtual meetings and training that take place throughout the year. The term of office for the President is one year. A summary of the duties of President is as follows:

- Call and preside over all meetings of the General Membership and the Executive Board.
- Prepare and distribute a written agenda for all meetings.
- Upon assuming the office of President, in consultation with Vice Presidents as applicable, appoint standing committee Co-chairs of the Association as needed for term succession and/or to fill interim terms for vacated positions.
- Serve as an ex-officio member of all committees, including Nominating Committee. The President will assume the role of Nominating Committee Chair as Immediate Past President and will need a thorough understanding of that responsibility.

- Review and execute all contracts in consultation with the Immediate Past President, President-Elect, and attorney.
- Assume other responsibilities as directed by the Executive Board.
- Attend the NACAC Conference and other required meetings.
- Plan and lead the annual Executive Board Leadership retreats held each summer and winter to orient new leaders and to set goals for the year.
- Plan and lead the leadership team meetings which are held periodically throughout the year.
- 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.
- Every three years, in time for the summer Leadership Retreat, review and update the Strategic Plan, vision and mission statements, and governance structure with Immediate Past President and President-Elect. Present the Strategic Plan and Mission Statement to the Executive Board for approval at Retreat.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Assume the role of Immediate Past President and Chief Representative at the conclusion of the term of President.

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

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. The President-Elect is a member of the Affiliate Presidents Council (APC), a body composed of Presidents, Immediate Past Presidents, and Presidents-Elect for the state and regional associations. The Affiliate Presidents Council typically in person meets twice annually for leadership development and related activities. There are virtual meetings and trainings that take place throughout the year. The term of office for President-Elect is one year. A summary of the duties of President-Elect is as follows:

- Serve as chair of the Steering Committee for the Annual Conference. Responsible for regular meetings of the Steering Committee to oversee the necessary preparations for 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.

- Oversee the Coming Together Committee as part of the Annual Conference planning process and update the Executive Board in coordination with the Coming Together Committee Co-Chairs.
- Report on conference updates to the NYSACAC Executive Board.
- Report to NYSACAC members at the two annual general membership meetings.
- Update NYSACAC members about conference activities via the NYSACAC Newsletter.
- Assume the Office of the President in their absence or resignation at all official functions of the Association.
- Assume the office of President at the conclusion of the term of President-Elect.
- Attend the NACAC Conference and other required meetings.
- Assume other responsibilities as directed by the President.
- Every three years as scheduled, review and update the Strategic Plan, vision and mission statements, and governance structure with Immediate Past President and President.
- Serve as ex-officio member of Nominating Committee.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

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 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 Representative

Contact: past.president@nysacac.org

This role in the governance structure involves leadership at both the state and national levels, as the Immediate 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 Immediate Past President is also the Chief Representative. The Immediate Past President is a member of the Affiliate Presidents Council (APC), a body composed of Presidents, Immediate Past Presidents and Presidents-Elect for the state and regional associations. The APC meets in person twice annually for leadership development and related activities. There are a number of virtual meetings and trainings that take place throughout the year. The term of office for the Immediate Past President is one year. A summary of the duties of the Immediate Past President is as follows:

- Chair the Nominating Committee and fill any current vacancies through the appointment of active voting members of NYSACAC.
- Certify that all Regional Representatives are members in good standing of NYSACAC.
- Serve as a resource and advisor to the President.
- Coordinate the annual review of Bylaws with the President, President-Elect, Vice Presidents, Secretary and Executive Director for approval by the Executive Board prior to the June General Membership Meeting.

- Present the revised Bylaws to the membership for approval at the June General Membership Meeting at the Annual Conference. Final Bylaws should be updated for the website prior to the Immediate Past President rolling off the board.
- Coordinate the annual review of the Policies and Procedures Manual with the President, President-Elect, Vice Presidents, Secretary and Executive Director for approval by the Executive Board prior to the annual conference.
- Final Policies and Procedures Manual should be updated for the website prior to the Immediate Past President rolling off the board.
- Serve as Chief Representative for NYSACAC for a period of one year.
- Every three years as scheduled, review and update the Strategic Plan, vision and mission statements, and governance structure with the President, President-Elect, Vice Presidents, Secretary, and Executive Director.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

Serving the Association as Immediate 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 Representative

This role in the governance structure involves leadership and advocacy. The Chief Representative is responsible for leading the Regional Representatives (12) in their responsibilities as liaisons between the members in their respective region and the Executive Board.

A summary of the duties is as follows:

- Attend Executive Board Meetings.
- Attend the Annual Conference.
- Attend some of the regional forums, particularly those in the geographic area of the Chief Representative.
- Submit a report prior to each Executive Board meeting detailing the activities of the Regional Representatives.
- Participate in all required APC meetings as determined by NACAC.

Vice President for Communications

Contact: Vice President.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 the Vice President for Communications is as follows:

- Coordinate the work of the Media and Marketing Committee, Newsletter Committee, and Technology Committee as well as any related ad hoc/interim committees assigned by the President.
- Serve as the primary liaison to all NYSACAC publications and marketing initiatives, except those associated with the Annual Conference and General Membership Meeting.
- Serve as an ex-officio member of the committees they oversee.
- Submit reports to the Secretary prior to board Executive Board meetings as determined by the yearly board calendar.
- Maintain an updated document that details important responsibilities required each month for the full fiscal year.
- Ensure appropriate coverage during vacation time in order for the Association to continue its work without interruption.
- Maintain and update NYSACAC Style and Usage Guide.
- Coordinate the preparation of budget proposals and other funding requests for the individual committees and present them to the Executive Board.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

Vice President for Finance

Contact: vp.finance@nysacac.org

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 one year as the Vice President for Finance-Elect, for a total of three years of service. A summary of the duties of this position is as follows:

- Coordinate the work of the College Fairs, Membership, Finance, and Scholarship Committees, as well as any related ad hoc/interim committees assigned by the President.
- Serve as an ex-officio member of aforementioned committees.
- Be responsible for the funds of the Association.
- Be responsible for payments of all bills of the Association.
- Chair the Finance Committee and help prepare and oversee the annual budget of the Association.
- Coordinate the preparation of budget proposals and other funding requests for the committees and present them to the Executive Board.
- Report on the financial status of the Association at the Annual Conference General Membership Meeting as per Article III section 6 of the Bylaws.
- Present budget projections at the conclusion of the fiscal year for the following year.
- Serve the first year of the term as “Vice President for Finance-Elect,” and attend all meetings with the Vice President for Finance.
- Automatically become the Vice President for Finance in the second year of office and assume all the responsibilities of the position.

- 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.
- Review and update Fiscal Policies Manual annually.
- Schedule and facilitate an annual meeting each February with the Association's financial advisor and Executive Board.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to the Secretary prior to Board meetings as determined by the yearly Board calendar.
- Maintain an updated document that details important responsibilities required each month for the full fiscal year.
- Ensure appropriate coverage during vacation time in order for the Association to continue its work without interruption.

Sponsorship Opportunities

- NYSACAC often supports outside financial sponsorship opportunities from organizations, secondary and post secondary institutions.
- All sponsorship (including the Coming Together & Annual Conference) must be reviewed by the specific committee co-chairs, the Vice President of Finance, the NYSACAC President, NYSACAC President-Elect, NYSACAC Past President, and the NYSACAC Executive Directors on a case by case basis.

Vice President for Finance-Elect

Contact: vp.finance-elect@nysacac.org

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

- Assume the office of Vice President for Finance upon the completion of the term or for the remainder of the term if the Vice President for Finance is unable or unwilling to complete their term.
- Prepare to assume the duties of the Vice President for Finance.
- Assist with the monitoring of all financial transactions within the Association.
- Help to oversee the work of the committees, especially the College Fairs committee.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

Vice President for Impact and Success

Contact: vp.ias@nysacac.org

This Vice President 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 Impact and 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 the Vice President for Impact and Success is as follows:

- Coordinate the work of the Government Relations Committee, Camp College Committee, and the Opportunity Program Committee, as well as any related ad hoc/interim committees assigned by the President.
- Serve as an ex-officio member of aforementioned committees.
- Serve as a voice for the priorities of the Association and legislative initiatives which represent the needs of the membership and the students they serve.
- Coordinate the preparation of budget proposals and other funding requests for the individual committees and present them to the Executive Board.
- Submit reports to the Secretary prior to Board meetings as determined by the yearly Board calendar.
- Maintain an updated document that details important responsibilities required each month for the full fiscal year.
- Ensure appropriate coverage during vacation time in order for the Association to continue its work without interruption.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

Vice President for Professional Development & Planning

Contact: VP.Professional@nysacac.org

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 of the Vice President for Professional Development & Planning is as follows:

- Coordinate the committee work of Professional Development, School-College-CBO Relations, Summer Institute, Winter Institute, Middle Management Institute, as well as any related ad hoc/interim committees assigned by the President.
- Serve as an ex-officio member of the aforementioned committees.
- Coordinate the preparation of budget proposals and other funding requests for individual committees and present the same to the Executive Board.
- Assess the site of any program where a host site is involved. This includes, but is not limited to Summer Institute, Winter Institute, Regional Forums and Student Leaders in Admission.
- Submit reports to the Secretary prior to Board meetings as determined by the yearly

Board calendar.
- Maintain an updated policies & procedures manual that details important responsibilities required each month for the full fiscal year.
- Ensure appropriate coverage during vacation time in order for the Association to continue its work without interruption.
- Coordinate the preparation of budget proposals and other funding requests for the individual committees and present them to the Executive Board.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

Secretary

Contact: 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:

- Maintain the recorded history of the Association including all Executive Board and General Membership Meeting agendas, minutes, and committee reports.
- Record, maintain and distribute the minutes of the General Membership Meetings to the full membership.
- Record, maintain and distribute the minutes of the Executive Board meetings to the Executive Board.
- Provide an update on SIG activities at every Executive Board meeting and keep a calendar of SIG events.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- In emergency situations, the Secretary is part of the decision-making team along with the President, Immediate Past President, and President-Elect.
- Perform such other duties as directed by the President.

College and Secondary Regional Representatives

Contact: Region1rep@nysacac.org; Region2rep@nysacac.org; Region3rep@nysacac.org; Region4rep@nysacac.org; Region5rep@nysacac.org; Region6rep@nysacac.org

As elected officers of the NYSACAC Executive Board, Regional Representatives help perform the business of the Association, and they provide resources for the larger regional constituency of members. Regional Representatives are voting members of the Executive Board.

Upon written 90-day advanced request and only when possible, NYSACAC may reimburse travel for Regional Representatives to attend NYSACAC Executive Board meetings that require their

attendance.

The term of office is three years, and Regional Representatives must be active voting members of NYSACAC. There will be two Representatives elected in each region, one college admission professional and one secondary counselor from a high school or CBO, who are elected by members in the respective region. No more than one Representative can be elected from the same institution at any time.

A Representative may resign at any time by written notice delivered to the Immediate Past President or Secretary. A resignation is effective when the notice is delivered unless the notice specifies a date later than the date of delivery. The resignation of the Representative need not be accepted in order to be effective.

Vacancies in Representative positions shall be filled by appointment by the Immediate Past President and approval of the Board. Such appointed term shall last until the next General Membership Meeting at which time voting members shall approve the member to complete the vacant term. The Elected Board approved allowing The Past-President to make a one-time term alignment for the NYSACAC Representative position in 2027 to stagger terms to ensure a majority of our Representatives are not rolling off at the same time. If a resignation occurs prior to 2027, the current Immediate Past President has the ability to realign that term limit at the time of resignation.

A summary of the duties of Regional Representative is as follows:

- Attend NYSACAC Executive Board Meetings.
- Attend and participate in the Annual Conference.
- Attend Regional Forums, college fairs, Student Leaders in Admissions Forum, and other events with the primary focus on their region. The Regional Representative can provide the NYSACAC Welcome and important updates at such events and provide updates from the region.
- Represent the region their institution resides, with the exception of those who work remotely or are regionally based. Remote or regionally based employees may represent and vote in the region they reside. Members are eligible to vote in the same region they are eligible to represent.
- Act as a resource for NYSACAC committees.
- Serve as the liaison and represent the region to the Executive Board.
- Submit a report to the Chief Representative and Secretary prior to each Executive Board Meeting, in coordination with the other Regional Representative from their assigned region
- Meet as needed with the Chief Representative.
- Participate in all required voting and discussion sessions of NYSACAC.
- Host two town hall meetings each year, in-person or virtually, with constituents in the region and report out at the next Regional Representative meeting or send a written summary to the Chief Representative.

- Establish connections with local counseling associations, CBOs, independent counselors, and graduate programs for school counseling and higher education to collaborate and support these populations and potentially increase our membership as a result.
- Submit one newsletter article each year.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.

Committees

The committees of NYSACAC serve as the backbone of the organization, carrying out much of the planning, coordination, and execution of its events and initiatives. With 18 committees (as of June 2025), each led by two co-chairs, they are tasked with meeting regularly, collaborating closely with the Executive Board, and fulfilling the specific responsibilities of their committee, as indicated in this Policies and Procedures manual. Their work ensures the Association's programs run smoothly and effectively, supporting NYSACAC's mission and serving its members across the state.

Co-Chairs are appointed by the President to serve three-year terms. If a Co-Chair resigns, the President will appoint a replacement to serve the remainder of that term. To maintain consistency and continuity in committee leadership, Co-Chair terms should be staggered to ensure that both Co-Chairs do not leave their positions at the same time. All committee members and co-chairs must be current members of NYSACAC. All co-chairs must validate membership with the NYSACAC Membership Relations Committee prior to appointment.

Camp College Committee

Contact: camp.college@nysacac.org

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

Responsibilities of the Co-Chairs and Committee

- Maintain and update policies & procedures detailing important items that need to be accomplished each month throughout the year.
- Communications and Data -
- Create or update all communications needed for Camp College and manage social media and email accounts.
- They will Create, and distribute, post-camp surveys for students and mentors. Both quantitative and qualitative data will be collected and maintained for potential future NYSACAC grant submissions.
- Training & Curriculum - Develop the workshops and update the Camp College student materials.
- Recruit committee members throughout the year.
- Plan and coordinate at least one annual summer Camp College program.
- Submit at least one article to the NYSACAC newsletter each year.
- Review and update Camp College content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to the respective Vice President prior to Board meetings as determined by the yearly Board calendar.

CBO and Opportunity Programs Committee

Contact: 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.
- Encourage submission of session proposals for the Annual Conference.
- Consider hosting an information exchange forum for admissions, opportunity program, and CBO professionals.
- Survey CBO and Opportunity Program members about their needs.
- Develop and share best practices for CBO and Opportunity program college advisers to follow when working with students, high schools, and colleges/universities.
- Submit at least one article to the NYSACAC newsletter each year.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to the respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

College Fair Committee

Contact: college.fairs@nysacac.org

The charge of the College Fair Committee is to coordinate and share information about college fairs within New York State and to plan and execute NYSACAC college fairs in different geographic regions of the state.
Responsibilities of the Committee:

- Coordinate NYSACAC-sponsored college fairs via virtually and/or in person.
- Advertise the college fair including location/platform, fees, directions, and other logistics.
- Consider surveying the membership to determine additional fairs locations or changes to existing locations and provide timely communication to the Executive Board about the results.
- Submit at least one article to the NYSACAC newsletter each year.
- Review and update College Fair Committee content on the NYSACAC website to ensure

information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to the respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.
- Outside organizations other than colleges/universities interested in attending a NYSACAC College Fair must be reviewed by the College Fair co-chairs, Vice President of Finance, the NYSACAC President, NYSACAC President-Elect, NYSACAC Past President, and the NYSACAC Executive Directors on a case by case basis. These organizations must follow the NYSACAC College Fair guidelines.(These need to be created)

Coming Together Conference Committee

Contact: coming.together@nysacac.org

The charge of the 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 space where professionals from colleges, high schools, and community-based organizations (CBOs) engage in critical conversations to propel our practice of advocacy in secondary and post-secondary education. The CTC Committee is a committee on the Annual Conference Steering Committee and reports to the President-Elect.

Responsibilities of the Co-Chairs:
- Recruit committee members throughout the year that reflect the membership of the organization.
- Develop goals and organize monthly meetings of the committee.
- Collaborate with the Annual Conference Program Committee to solicit and develop educational sessions.
- Coordinate with the President-Elect and host site to develop a conference social event.
- Oversee issues relating to recruitment and advocacy within the committee.
- Keep abreast of policies and programs at the national level and incorporate them into CTC planning when appropriate.
- Review and update Coming Together Committee content on the NYSACAC website to ensure information and contacts are current.
- Submit at least one article to the NYSACAC newsletter each year.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to the President-Elect prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

Finance Committee

Contact: vp.finance@nysacac.org

The charge of the Finance Committee is to review 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, and Executive Director (ex officio). All committee members must be current members of NYSACAC.
- Members serve in a consulting role to the Vice President for Finance and Vice President for Finance-Elect, with their primary focus being budget considerations and fiscal policies.
- The term of service is two years.
- The Finance Committee meets at least two times per year, and prepares/reviews a budget to be presented to the Executive Board for approval.
- Maintain and update a list of important items that need to be taken care of each month.
- Meet with the Vice President for Finance, Vice President for Finance-Elect and financial advisor on an annual basis.

Government Relations Committee

Contact: government.relations@nysacac.org

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

Responsibilities of the Co-Chairs

- Recruit committee members at the Annual Conference and throughout the year.
- Plan and coordinate the Legislative Advocacy Day (LAD) Program in New York State, held annually in February.
- Coordinate and organize the Legislative Session at the NYSACAC Annual Conference.
- Submit newsletter articles regarding the Legislative Forum prior to Legislative Advocacy Day and the Annual Conference, and other issues as necessary.
- Annually review and maintain a the portion of the NYSACAC website focusing on legislative issues.
- Review and update Government Relations Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the

yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

Responsibilities of Committee Members

- Attend meetings and participate in conference calls and discussion groups.
- Assist in organizing the NYSACAC Legislative Advocacy Day in Albany.
- Complete projects as assigned.
- Take an active role in promoting the committee.
- Represent NYSACAC's priorities for members' work with students in public forums.
- Provide any updates or legislative information of interest to co-chairs.

Media and Marketing Committee

Contact: marketing@nysacac.org

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

Responsibilities of the Co-Chairs

- Prepare print and electronic marketing materials (brochures, logos, posters, e-advertisements, etc.) to promote awareness of NYSACAC and school/college counseling and admissions as a profession. Review and update materials regularly.
- Act in an advisory capacity for each committee on public relations techniques.
- Work with the Board to develop a communication plan and calendar each year, based on each committee's needs. This document can be updated continuously to reflect new requests and changes to event dates.
- Create/format/edit/send/publish all emails and social media posts to the general membership/public.
- Identify innovative and effective marketing, branding, outreach, recruitment, communication methods and media.
- Maintain and monitor the NYSACAC social media accounts.
- Review and update Media & Marketing Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month, including the Style Guide and Social Media policy.

Membership Relations Committee

Contact: membership@nsyacac.org

The charge of the Membership Relations Committee is to recruit, enroll, and track NYSACAC members.

Responsibilities of the Co-Chairs

- Recruit members for the Membership Relations Committee.
- Organize meetings for the Membership Relations Committee.
- Recruit and register NYSACAC members from previous renewal information, sending renewal reminders, and membership acknowledgement.
- Communicate with the membership via the Newsletter at least once 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 representing all college members of NYSACAC.
- Preserve and disaggregate data recording membership for future use (recruitment, grant writing, needs analysis, etc.)
- Review and update Membership Relations Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.
- Maintain the NYSACAC web pages and forms related to Membership, coordinating with the Technology Committee.
- Has the ability to review any membership request to make sure it adheres to our current categories.
- Validate active NYSACAC committee membership prior to their appointments.

Responsibilities of Committee Members

- Committee consists of the Membership Relations Co-Chairs and at least two at large members of NYSACAC.
- Recruit and register/renew members in NYSACAC.
- Assist in revising, updating, publishing, and disseminating the membership directory.

Middle Management Committee

Contact: newsletter@nysacac.org

The charge of the Middle Management Committee is to organize the Middle Management Institute.

The Middle Management Institute is a professional development opportunity for professionals with 3 or more years of experience who are new to being Middle Managers or looking to gain experience to move onto the next level.
Responsibilities of the Co-Chairs:

- Plan and coordinate two Middle Management programs annually. Effort should be made to host them in different areas of the state.
- Review and update Middle Management content on the NYSACAC website.
- Submit at least one article to the NYSACAC newsletter each year.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to the respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

Newsletter Committee

Contact: newsletter@nysacac.org

The charge of the Newsletter Committee is to produce four newsletters distributed to the membership and posted to the NYSACAC website annually. The NYSACAC Newsletter contains information that reflects the issues and needs of all members. 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!

Responsibilities of the 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 from the President-Elect, and Immediate Past President’s Report. Each issue may include articles from committee Co-chairs and Regional Representatives.
- Review and update Newsletter Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.
- Produce four 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 collaborate with the Technology Committee to post it to the website.
    5. Collaborate with the Media and Marketing Committee to distribute accordingly.

Responsibilities of Committee Members

- Conduct outreach to committees to encourage submission of newsletter articles for each newsletter.
- Attend committee meetings to effectively plan for upcoming newsletter.
- Edit articles for publication as assigned by Co-chairs.

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: late October, late January-early February, late March and mid-June. Email submissions to 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 $200 for first 50 words.
- Committee Updates and Activities: reports from the Executive Board, Regional Representatives and all committees.

Nominating Committee

Contact: nominating@nysacac.org

The charge of the Nominating Committee is to review the nominees for open elected positions each year and present the yearly slate for annual elections. The committee also reviews and selects eligible nominees for annual awards for which they are nominated.

Procedures

- Nominating Committee members must be members of NYSACAC in good standing and currently employed full-time in the college admission counseling profession.
- Vacancies are appointed by the Immediate Past President.
- Committee members serve a three-year term.
- The Immediate Past President serves the first year as Nominating Committee Chair and the second two years as a committee member.
- If a committee member resigns or is disqualified, the Immediate Past President appoints an eligible member of NYSACAC as an interim replacement to complete the term.
- Nominating Committee members may not serve consecutive terms and are required to have current or prior experience on the Executive Board.
- The President-Elect, President and Executive Director will serve as ex-officio members.

Elections and Awards

- The Immediate Past President coordinates communication to current members soliciting nominations for elected positions and awards, typically in December and January each year.
- The Nominating Committee reviews, approves, and presents a slate of nominees to the Executive Board for approval. The approved slate is placed on the ballot and voted on by the general membership, typically in March.
- The Nominating Committee reviews nominees for annual awards and selects award recipients from the nominations, preferably in the award category they were nominated for.
- The elections are completed prior to the Annual Conference, where results are shared, and awards are presented.
- All officers assume their new position and duties at the conclusion of the Annual Conference.
- Any annual award nominee must be a current member of NYSACAC
- If a member of the Nomination Committee self-nominates for leadership position on is nominated for an annual award they should recuse themselves from the Nomination Committee discussion of that position/award.
- Any voting member of NYSACAC cannot self-nominate for more than one leadership position a year.

Professional Development Committee

Contact: professional.development@nysacac.org

The charge of the Professional Development Committee is to develop Regional Forums for professional issues and trends, and a Student Leaders in Admissions (SLA) Conference.

Responsibilities of the Co-Chairs and Committee Members

Regional Forums

- Plan several Regional Forums in various regions throughout New York State.
- Represent current issues and trends in the profession as well as areas of professional development suggested by the membership. Forums should attempt to address issues relevant to both the college admission and school counseling professions.
- Continue outreach efforts to secure either new or returning site locations.
- Select date for each event.
- Secure appropriate presenters/panelists speakers.
- Meet with site coordinators on a regular basis from September through the completion of the Regional Forum.
- Act as resources for site coordinators throughout the planning and implementation of the forums.
- Coordinate correspondence with invited guests and/or speakers.
- Coordinate logistics, including food, parking, and all other event details.
- In coordination with the Media and Marketing Committee, design and prepare the invitation and advertise in a timely manner.
- Work with Membership Relations 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 Representative/Immediate Past President to coordinate a Regional Representative presence at each location. The Regional Representative can provide the NYSACAC Welcome and important updates at the start of the event and provide updates from the region.
- Prepare summary report and overall evaluation for each program.
- Review and update Professional Development Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

Student Leadership in Admissions (SLA) Conference

- Plan one Student Leadership in Admissions Conference each year, usually early in the first semester to have the biggest impact on student leaders. Try to rotate it around the NYSACAC regions each year.
- SLA Conference should address issues relevant to student leaders in admissions as well as those who work closely with them.
- Continue outreach efforts to secure either new or returning site location.
- Select date the event.
- Secure appropriate presenters/panelists speakers.
- Meet with site coordinators via e-mail and telephone on a regular basis from January through the completion of the conference.
- Act as resources for site coordinators throughout the planning and implementation of the SLA Conference.
- Coordinate correspondence with invited guests and/or speakers.
- Coordinate logistics, including food, parking, and all other event details.
- In coordination with the Media and Marketing Committee, design and prepare the invitation and advertise in a timely manner.
- Submit SLA Conference announcement in appropriate issue of NYSACAC newsletter.
- Work with the Chief Representative/Immediate Past President to coordinate a Regional Representative presence. The Regional Representative can provide the NYSACAC Welcome and important updates at the start of the event and provide updates from the region.
- 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.
- Maintain and update a list of important items that need to be taken care of each month.

Scholarship Committee

Contact: scholarship@nysacac.org

The charge of the Scholarship Committee is to oversee the annual scholarships 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.

Responsibilities of the Co-Chairs & Committee

- Coordinate the application, delivery and selection process for the scholarships.
- Review the application forms to ensure accurate representation of the rules and requirements for applicants.
- Select scholarship recipients with the goal of regional distribution.
- Distribute the award letters and scholarships to the recipients' campus.
- Follow up with scholarship recipients to make sure their scholarship was received.
- Submit an article to the fall Newsletter about the scholarship recipients.

- Review and update Scholarship Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

School-College-CBO Relations Committee

Contact: school.college.relations@nysacac.org

The charge of the School-College-CBO Relations Committee is to 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 Relations, 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 at least one NYSACAC newsletter during the academic year.
- Promote NYSACAC-sponsored events including Regional Forums, Summer Institute, Winter Institute, Middle Management, and the Annual Conference.
- Coordinate the virtual lunchtime “Ketchup” series, developing relevant topics for members, securing presenters, advertising the programs, and facilitating the conversations.
- Review and update School-College-CBO Relations Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

Summer Institute

Contact: summer.institute@nysacac.org

The charge of the Summer Institute Committee is to provide an educational forum for new school counselors, CBO 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 two Co-Chairs, Curriculum Director, Onsite Coordinator, Publicity Director, and Lead Mentor.

Responsibilities of the Co-Chairs

- Serve as liaison between the Summer Institute's Planning Team and the Executive Board.
- 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 in recruiting presenters and overseeing communication with workshop presenters before and after the program.
- Prepare agendas, schedule and lead Planning Team meetings.
- Prepare and present an annual report on the Summer Institute to the Executive Board.
- Fulfill a three-year term, attending the Institute immediately after being appointed for training and the remaining three on staff, for the full Summer Institute, which traditionally occurs the first or second full week of August, Monday through Thursday.
- Maintain all records of the Institute.
- Submit articles regarding the Summer Institute for the NYSACAC newsletter.
- Review and update Summer Institute Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

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.
- Participate in regular planning team meetings.
- Develop curricular philosophy and implementation of curriculum, which includes ethics cases, case studies, role-playing skits and setting the 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.
- Participate in all Institute activities.
- Develop and update the Summer Institute promotional content and registration forms and distribute to members and affiliated groups.
- Select and purchase mementos for mentors and workshop presenters.
- Work in liaison with the site staff 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

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.

- Maintain and monitor the Association website in coordination with Presidents, Vice Presidents, Secretary, Regional Representatives and Co-Chairs.
- Review the overall view of NYSACAC as it is presented on the web.
- Identify and implement innovative website functions and advise NYSACAC leaders and Co-Chairs of any updates or suggestions needed, and/or any technological advancements.
- Continually update the NYSACAC website throughout the year as needed.
- Communicate with committees to solicit website changes annually. Provide applicable content/pages to respective Co-Chairs during Summer Retreat to begin the review process.
- Work with committees to create online forms as needed.
- Coordinate with Membership Relations to maintain database of all contacts and members.
- Keep membership list updated on the website.
- Review and update Technology Committee content on the NYSACAC website to ensure information and contacts are current.
- In most cases, the Technology Co-Chairs will also serve as the Registration Co-Chairs on the Annual Conference Steering Committee.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Maintain and update a list of important items that need to be taken care of each month.

Winter Institute

Contact: winter.institute@nysacac.org

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 school/CBO/college counselors and 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 the 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 Co-Chairs

- Select presenters and topics each year, ensuring that presentations are relevant and applicable to all audience members.
- Prepare and administer the budget for Winter Institute.
- Select host sites that are strategic and encourage maximum attendance.
- Promote the Institute by managing all communication to encourage maximum attendance.
- Maintain all records for Winter Institute.
- Conduct participant and presenter surveys at the conclusion of each event. Use data to influence decisions for the following year.
- Review and update Winter Institute Committee content on the NYSACAC website to ensure information and contacts are current.
- Regularly monitor NYSACAC email account and respond to all incoming requests, questions, concerns or issues in a timely manner.
- Submit reports to respective Vice President prior to Board meetings as determined by the yearly Board calendar.
- Submit an article for the Spring newsletter that recaps Winter Institute.
- Maintain and update a list of important items that need to be taken care of each month.