



Report Name:	Managing Director Report		
Submitted By:	Kelly Lass	Position:	Managing Director

Report/Status Update/Activities Completed

Introduction

This summary is a brief view into related events of GSCA over the last several months. These items are shared on a regular basis with the President, President Elect and the Treasurer. The purpose is to share and summarize these events and highlights with the entire GSCA Board.

Annual Conference

- Total attendance 991. See breakdown Exhibit A
- Total Annual Conference income as of January '20 is \$242,020.45 /Expenses \$163,324.97.
- Registration up from last year by \$23,000.00:
- Exhibitor income down by \$3,454.00 from last year
- Sponsorships up by \$4,655.00 from last year

Membership

- Total membership 1488. Break down of membership. See membership report. Exhibit B
- Notable: 18 New members joined the month of March during "Refer a Member campaign"

Regions- Most region meetings have been held.

- Regions 1-3 had virtual mini conferences because of the COVID-19 crisis. So far, regions 1 and 3 have recorded their presentations and the sessions have nearly 120 combined views.

Publications

- The Spring Beacon was sent to 1433 members via email and had a 37.8% email open rate (522). The Beacon was downloaded 115 from the email.

Service Project:

- June 19 – April 2, 2020 donations are \$1171.20

Scholarships

- To Date raised is \$1670.00. This does not include PROBE (\$2000.00)



Please include the following information in the next two sections: <ul style="list-style-type: none">• How it aligns with your plan of action• Any background, history, research or references• How it would benefit GSCA members• Potential downsides• Funding needed and timetable• Projected income and expenses expected to impact future budgets
Items for Executive Board Discussion
Recommendations for the Executive Board (i.e. Motions or Ideas for Consideration)
Other Comments
Supporting Documents: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Description(s):

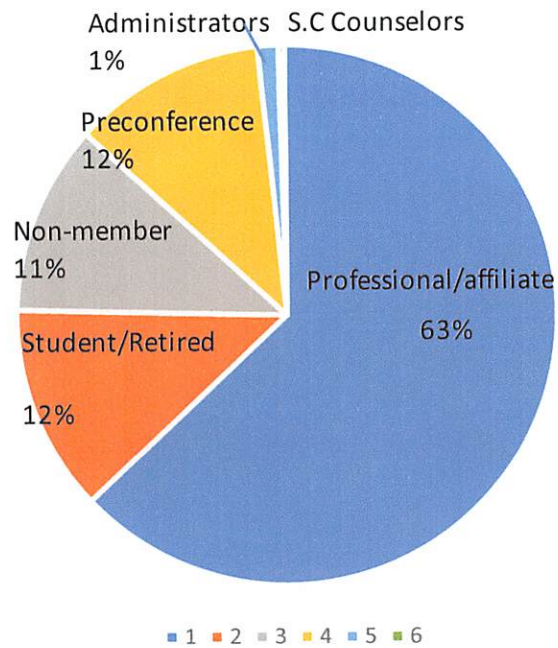
GSCA Conference Attendance

2019

EXHIBIT A

Professional/affiliate	706
Student/Retired	139
Non-member	128
Preconference	130
Administrators	14
S.C. School Counselors	4
Total	991

Conference Attendance Breakdown



GEORGIA SCHOOL COUNSELOR ASSOCIATION

MEMBERSHIP UPDATE

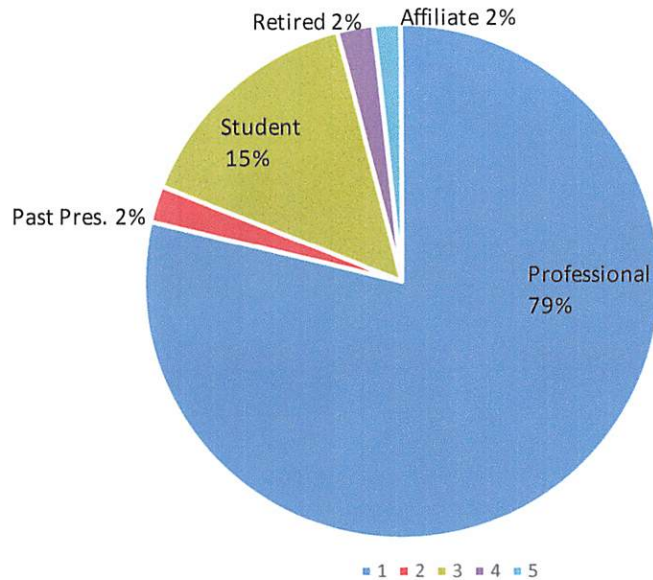
Report date: April, 2020 **EXHIBIT B**

Membership Year	2019-2020	2018-2019	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014	2012-2013	2011-2012	2010-2011
Data Date	4/2/20	16-Jan-19	14-Feb-18	1-Mar-17	1-Feb-16	15-Jan-15	3-Mar-14	1-Mar-13	1-Mar-12	18-Mar-11

	April 2,2020	January 2019	February 2018	February 2017	February 2016	Feb-15	Mar-14	Mar-13	Mar-12	Mar-11
Professional	1172	925	1132	1068	1121	916	916	866	816	781
Past President	34	33	32	31	30	29	26	27	29	26
Student	223	197	194	202	170	152	158	115	158	143
Retired	34	32	33	27	34	28	32	30	30	37
Affiliate	25	15	24	21	18	11	12	19	30	11
February Total	1488	1202	1415	1349	1373	1136	1144	1057	1063	998

% Change from Prior Year	24%	-15%	5%	-2%	21%	-1%	8%	-1%	7%	-4%
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MEMBERSHIP COMPOSITION - YTD



COMPOSITION BY REGIONS

April 2,2020	Region1	Region2	Region 3	Region 4	Region 5	Region 6	Region 7
Total	68	140	672	186	160	79	114

EXHIBIT B

