

# NACAS Board Meeting Agenda

## April 27, 2023 – Minutes

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### Board of Directors:

Neil Markley - President  
Brett Jackson, CASP - President Elect  
La Niece Tyree, CASP - Vice President  
Jared Ceja, CASP - Treasurer  
Vacant - Past President  
\*\*Monica Rattigan - East Rep  
Vacant - Central Rep  
Esmeralda Valdez, CASP - South Rep  
Lisa Goberis, CASP - West Rep  
Kristy Vienne, CASP - Member At-Large  
Martha Davidson, CASP - Member At-Large  
J. Rex Tolliver, CASP - Foundation  
President

### Guests:

Mark Ironside  
Kim Rademacher, CASP

### Staff:

Matt Marcial - NACAS CEO  
Artem Mulitsa - NACAS CSMO  
Sheena Majette - NACAS CLO  
Matt Portner - Sr. Director of Finance &  
Administration  
Beverly Hastings - Exec Asst & Office  
Operations Manager

*\*\*Not Present: M Rattigan*

### Thursday, April 27, 2023

1. Call to Order / Roll Call  
President Neil Markley called the meeting to order at 1:03pm ET.
2. Approval of February 1-3, 2023, Minutes  
**M/S/P Jackson/Davidson “to approve the February 1-3, 2023, minutes as presented.”**  
8 “Yes” Votes  
Zero “No” Votes  
Zero Abstentions  
  
Approval of March 23, 2023, Minutes  
**M/S/P Valdez/Ceja “to approve the March 23, 2023, minutes as presented.”**  
8 “Yes” Votes  
Zero “No” Votes  
Zero Abstentions
3. Approval of Board Appointments
  - 3.a - Mark Ironside – to serve remaining term as NACAS Past President  
**M/S/P Davidson/ Goberis “serve remaining term as NACAS Past President.”**  
8 “Yes” Votes  
Zero “No” Votes  
Zero Abstentions
  - 3.b - Kim Rademacher – to serve as Central Representative to the NACAS Board of Directors  
**M/S/P Tyree/Jackson “to serve remaining vacant term as Central Representative to the NACAS Board of Directors.”**  
8 “Yes” Votes  
Zero “No” Votes  
Zero Abstentions

4. Introduction of New Staff

Mr Marcial introduced the new staff, Mr. Artem and Mulitsa, CSMO and Mr, Matt Portner, Senior Director of Finance and Administration.

A quick discussion on the previous days LTM, Feedback included a request for an immediate survey, additional breaks, and more interaction.

### **Strategic Issues**

5. College Services Magazine – Print vs. Digital Discussion

Ms. Valdez reviewed the pros and cons of print vs digital, supported by statistics presented by Mr. Marcial. Board discussion followed on best approach both financially and for the membership.

6. Regional Assignment – Bahamas placement in the South Region

Mr Markley led the discussion on regional placement, Both the South and the East Region submitted a letter of support.

**M/S/P Tyree/ Jackson “to place the Bahamas in the South region”**

11 “Yes” Votes

Zero “No” Votes

Zero Abstentions

Action> Matt Marcial to verify if this motion will need to be brought forth to the membership.

Review the placements in all regions.

7. DIAL and LMS Strategy Updates - Sheena Majette

Ms. Majette updated the learning and development board on all of the educational team’s initiatives and provided a full plan for the DIAL and LMS program timelines. Discussion followed on the process to confirm the DIAL working group.

8. Priorities Discussion

Mr. Markley led a discussion on financials priorities for NACAS with the goal of a balanced budget in the near future. All members contributed to this conversation.

9. Transformative Future Initiatives

Mr. Markley also led a discussion on future initiatives for NACAS, and this topic will be continued at future board meetings. All members contributed to this conversation.

### **Review & Adjustment of Strategy**

10. Treasurer’s Report

Mr. Ceja reviewed the statement of activities for 2022. Mr Portner and our accounting from Cordia are reviewing and a full report is expected to be ready at the next meeting. Mr. Ceja has requested Cordia take a look at the investment status. Mr. Ceja and Mr. Markley both shared their confidence in the preliminary numbers, despite the delay in final reporting.

Board Resolution

- Wells Fargo Key Executive
- Fidelity authorized Individual
- EIDL Loan Authorized Contacts

**M/S/P Vienne/ Jackson “to approve the Wells Fargo Key Executive Resolution as presented.”**

10 “Yes” votes

Zero “No” votes

Zero Abstentions

**M/S/P Tyree/ Davidson** “to approve the Fidelity Authorized Individual Resolution as presented.”  
10 “Yes” votes  
Zero “No” votes  
Zero Abstentions

**M/S/P Tyree/Goberis** “to approve the EIDL Loan Authorized Contacts Resolution as presented.”  
10 “Yes” votes  
Zero “No” votes  
Zero Abstentions

## **Policy Determination: Public & Operational**

### **Routine Board Business**

9. CCC Update  
Ms. Vienne provided a summary of all the committee activity to date. All committees are focused on their individual goals and ways to keep communication from committee to the CCC open were discussed. Committee nominations will remain open year-round to help fill mid-year vacancies.
10. NACAS Office Update
  - SES Survey Results  
Mr. Marcial provided to the board members, the results of SES were remarkably positive with over all satisfaction above 95%. Mr. Marcial also reported on the positive feedback and ratings f
  - Membership Process & Data Improvements –  
Mr. Marcial provided an update on the website enhancements for members, making it easier for institutions and business partners to manage their membership, noting the positive comments received.
  - Marketing Analytics  
Mr. Marcial reported on the marketing strategies, such as re-targeting, to keep NACAS in front of potential members. Other strategies include Google Ads, Paid social media, Linked In targeting, etc. Engagement on LinkedIn have grown over 90% in the past year. There are multiple opportunities for advertising and out reach to showcase NACAS that we will explore.
11. Foundation Update  
Mr. Markley reviewed the proposal draft the foundation board is working on, and noting it will be presented at a future meeting. Ms. Jackson acknowledged the hard work Emily Meesa is doing.
12. Executive Session  
M/S/P Ceja/Jackson “to move into Executive Session” at 4:33pm ET
13. Adjourn

Respectfully Submitted,

*Matt Marcial, CEO NACAS*

*Beverly Hastings  
Executive Assistant*