



**NACAS CENTRAL
Board of Directors Meeting**

**Tuesday, December 13, 2022
1:00 PM (CST)**

<https://nacas.zoom.us/j/88030381179>

Members: Carl Dieso, Gheretta Harris, Anita Hicks, Angela Meldonian, Kim Rademacher, Christopher Reed, Scott Seagren, ~~Amy Widau~~, Dave Wiseley

**NACAS National Office: Lynette Smith, Matt Marcial, Neil Markely
NACAS Foundation Board: ~~Ron Portwine~~**

Additional Attendee: David Wahar, Membership Committee Representative

- 1) Call to Order
 - a) Meeting called to order at 1:04 CST

- 2) Approval of Minutes –
 - [Meeting minutes from 11.12.22](#) - Approved
 - 1st Motion for Approval - Gheretta Harris
 - 2nd Motion for Approval - Kim Rademacher
 - All in favor and meeting minutes approved

- 3) National Office Updates
 - Organizational Updates from Matt Marcial (NACAS CEO) and Neil Markley (National Board President)
 - **Priorities for 2023 / Where NACAS is headed / Staff Turnover**
 - Priorities for 2023
 - Investments in Technology
 - New event managements system (Registration / Mobile App / Data & Reporting)
 - LMS System
 - Program Enhancements & Expansion
 - 2 Summit Events
 - DIAL
 - Certificate Programs
 - Conference speaker budget
 - As an organization we are changing and adapting our operations to better serve our members and we can't sustain or grow without adapting and that includes developing new educational programs and diversifying our revenue streams.
 - We have benefited from a young, long tenured staff and there have been varying opportunities for departures including new opportunities, but in some cases

organizational change and the need for up-skilling can be challenging, leading to dissatisfaction and misalignment with organizational goals.

- **2023 Budget Deficit**
 - How we got there
 - Our greatest investment is in personnel budget
 - Staff Equity & Benefits
 - Personnel / compensation studies were conducted and put our staff positions below 25th percentile of market
 - Retirement benefits were greatly reduced since the pandemic, but priority on restoring this
 - Investments in Technology
 - Event management system
 - LMS
 - C3X Commitments & Conservative Estimates
 - Challenge driving our numbers in Toronto being international based on historical participation
 - Plan to get out of deficit
 - 3-year pro-forma developed for the finance committee & board
 - Evaluating staff roles & structure
 - Reevaluating vendor partnerships
- **Regional Membership Inventive**
 - Feedback received from membership coordinators & treasurers
 - \$200 per new member institution that is referred from the region
 - Specifics on the process will be shared early in 2023.
- **Discussion**
 - Neil: Angela and Neil met the week prior
 - Talked about on boarding, director of regions position support, ongoing communication
 - Matt:
 - Ideas on communication with executive team meet with boards on quarterly basis or anything else that would be helpful
 - Director of Regions Position
 - Focus is on stand alone CX event where you need NACAS Office support and time (hard costs tied to the support)
 - Director of Regions positions will still provide basic governance support
 - Anita:
 - LTM plug for in person for the future
 - LTM in person was effective for communication and engagement
 - Carl:
 - The one size fits all approach has been a struggle for the Central region to receive and engage back with the NACAS Office, especially with the financially.
 - Neil: May need to look at regional support from a structural perspective
- **Overview of new personnel and positions (Lynette)**
 - **Maranda Jones-Anderson** has joined NACAS as our new COO. Maranda comes to us from the American Association of Port Authorities (a \$6M trade association) as Senior Director of Finance & Administration where she leads their finance and HR operations. She holds an

MBA and MS in Accounting from the University of Maryland University College and BBA in Business Management and BBA in Accounting from the University of the District of Columbia. Maranda is an active member of ASAE and a state of Maryland CPA license candidate.

- **Marcus Weston** has joined NACAS as our new Chief Sales & Marketing Officer. Marcus joins us from the Institute of Internal Auditors (a global \$70M professional membership association) where he leads business development & strategic partnerships. He is credited for bringing in over \$500K in net new revenue streams for the association. Marcus has also previously held leadership positions with Naylor (our current publisher & advertising sales partner) & Feathr (our digital marketing platform). He is a graduate of Saint Leo University.
- **Sheena Majette** joined NACAS on December 12 as NACAS' new Chief Learning Officer. Sheena brings 25 years of executive-level experience in leading association education and events programs. Most recently Sheena served as CEO of SLM Education Solutions, a consulting firm specializing in offering innovative solutions for professional development, conferences and events. Prior to SLM Education Solutions, Sheena served as the Managing Director of Conferences & Event Services at the Institute of Internal Auditors. Sheena is a graduate of Morgan State University with a B.S. in Business Administration and Management.
- Each of the new team members will join your Regional Board call in January 2023 for the first 10 minutes for a brief introduction.
- **NACAS Central Awards Process** - quick discussion on process and what is working in your region (Lynette)
 - What are the steps in your awards process?
 - Kim:
 - Has been the rep
 - Timeline:
 - Nominate amongst board in advance of in person meeting
 - Have names finalized by July 1st
 - Presented at C3X Regional Breakfast
 - When are the names selected?
 - How/When would the region prefer to distribute “C” awards - At Regional CX or C3X during the Monday morning breakfast? **Lead time for production of “C” awards is 6-8 weeks.**
 - How/When are award winners notified?
 - NACAS National wants to be sure to support and accommodate your needs.
 - Lynette: collecting info from all regions. Here to support if there are any changes needing be made to the process as other regions are discussing
- **C3X Attendance**
 - Central:
 - 2019: 95
 - 2022: 60
 - Difference: -35
 - East:
 - 2019: 183
 - 2022: 111
 - Difference: - 72
 - South:
 - 2019: 188
 - 2022: 152
 - Difference: -36

- West:
 - 2019: 152
 - 2022: 164
 - Difference: +12

- 2) Treasurer's Report (Scott)
 - a) Received check from University of Cincinnati
 - b) Updated balance \$100,535.01
 - c) Angela continue to work on the marketing plan for scholarships

- 3) President's Report (Angela)
 - a) Welcome David Wiseley to the Central Board
 - b) Vacancy
 - i) Member At Large - Professional Development
 - ii) Angela to work recruiting over break
 - c) C3X Follow Up
 - i) Carl: great to see everyone in person
 - ii) Scott: agreed. Better in person
 - iii) Anita: well oiled machine with different strengths
 - iv) Angela:
 - (1) complete evaluation form with feedback
 - (2) Thanks for supporting the students. Had a lot to say about the impression the conference and networking had on their experience. Few indicated that they are now interested in the higher education profession
 - d) [NACAS Central Board Procedure Manual](#)

- 4) CX Conference Updates (Carl)
 - a) 2023 CX Joint Conference- Philadelphia, PA June 11-14, 2023
 - i) Still hopeful for go live date on January 17th, 2023
 - ii) On site visit
 - (1) 1/31/23 and 2/1/23
 - (a) Carl, Anita, Em Daniels (marketing)
 - iii) Business Partners
 - (1) Met with East BP Rep (Jonathan) last week
 - (2) Need to understand budget expectations for BP
 - (3) Base level is higher
 - (4) BP's already interested in attending
 - iv) Future meetings
 - (1) Lynette to add people to scheduled meetings
 - (2) Will share out meeting minutes
 - v) Kim to help with the host committee in place of replacement of Rhonda
 - vi) Anita: what day do we need to be there?
 - (1) Suggested to be there Friday
 - (2) Board meeting for sure on Saturday night
 - b) 2024 CX Conference



- i) Meetings set with University Cincinnati, Carl, and Angela and potential host cities.
 - ii) Discuss at January meeting
- 5) Central Representative to National Board (Gheretta)
- a) Have no met since C3X
- 6) Central Representative to Foundation Board (Ron)
- 7) Committee Reports
- a) Awards (Kim)
 - i) No formal process to submit name to replace Jean
 - ii) Work with Lynette to get invited to meetings
 - b) Business Partner Advisory Group (Chris)
 - i) Work with Scott on invoices for BP's that still have outstanding payments from CX 2022
 - c) Membership (David Wahr)
 - i) Meeting was canceled
 - d) Professional Development (Vacant)
 - e) Communication Services (Em Daniels)
 - i) Were meeting on Monday. Will get updates for January meeting
- 8) Other Business
- a) Kim:
 - i) Need to think about bylaws for annual business meeting
 - (1) announce 60 days prior
 - ii) Call for candidates for slate of officers
 - (1) announce slate of officers 45 days in advance
 - iii) Discussion of structure of secretary to president
 - (1) need to announce 90 days in advance
 - iv) First timer very interested in getting involved
 - (1) Kim will forward name of the contact list
 - v) Angela to send the link for slate of officers end/beginning of terms. Review in January.
- 9) Adjournment
- a) 1st Motion to Adjourn - Kim Rademacher
 - b) 2nd Motion to Adjourn - Carl Dieso
 - c) All approved
 - d) Meeting adjourned at 2:02pm CST

Meeting minutes submitted by: Angela Meldonian

NACAS Central Potential Volunteers (ongoing list)

- Tena Bennett | Southern Illinois University at Carbondale | tenab@siu.edu & (618) 453-3484
- Virgil Pearson | Harris-Stowe State University | pearsonV@hssu.edu & (314) 340-5300