

# NACAS Board Meeting Minutes

## July 22-23, 2021

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<input checked="" type="checkbox"/>	Mark Ironside	President	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Interim CEO
<input checked="" type="checkbox"/>	Matt Portner, CASP	President Elect	<input checked="" type="checkbox"/>	Kennedy Turner	Chief Revenue Officer
<input checked="" type="checkbox"/>	Neil Markley	Vice President	<input checked="" type="checkbox"/>	DJ Pepito	Chief Programs Officer
<input checked="" type="checkbox"/>	Jared Ceja, CASP	Treasurer	<input checked="" type="checkbox"/>	Molly Caldera	Admin Assistant
<input checked="" type="checkbox"/>	Ryan Greene, CASP	Past President	<input checked="" type="checkbox"/>	Lindsay Hodges	Registrar & Ops Manager
<input checked="" type="checkbox"/>	Gheretta Harris, CASP	Central Rep	<input checked="" type="checkbox"/>	William Hurley	Director of Membership
<input checked="" type="checkbox"/>	Maria Hoagland	East Rep	<input checked="" type="checkbox"/>	Jacquelyn Wright	Director of Education
<input checked="" type="checkbox"/>	Andy Meeks, CASP	South Rep			
<input checked="" type="checkbox"/>	Lisa Goberis, CASP	West Rep			
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member At-Large	<input checked="" type="checkbox"/>	<b>Guests</b>	
<input checked="" type="checkbox"/>	Martha Davidson, CASP	Member At-Large	<input checked="" type="checkbox"/>	Brett Jackson, CASP	Proposed Incoming VP
<input checked="" type="checkbox"/>	Eddie Mills	Foundation President	<input checked="" type="checkbox"/>	Monica Rattigan	Incoming East Rep

July 22, 2021

1:00-3:30pm Eastern

### 1. Call to Order / Roll Call

- President Ironside called the meeting to order at 1:00 pm ET and welcomed everyone.

### 2. Check-in

- No issues presented.

### 3. Approval of Minutes

- A correction was requested to adjust Ms. Davidson's attendance at the June 16 meeting to absent.

**M/S/P Greene/Goberis** "to approve the minutes of the June 16, 2021 meeting with the noted correction."

10 "Yes" votes

Zero "No" votes

Zero abstentions

## Strategic Issues

### 4. Strategic Planning

- President Ironside discussed the timeline for strategic planning and led a discussion on process. There was consensus the existing framework of the strategic plan was a solid foundation, and NACAS should discuss stretch goals such as policy agendas or partnerships. The Leadership Team Meeting (LTM) will focus on the next 3-5 year plan. NACAS will facilitate strategic planning without a hired consultant.

### 5. Board values

- Inclusivity
  - Ms. Davidson gave a presentation on the final board value, inclusivity. Of note, diversity and inclusion are not the same thing, i.e. an organization could have a very diverse team on paper, but that doesn't guarantee inclusion. In addition, diversity is easy to measure

(gender, race, disability etc.), but inclusion is not. To ensure people feel included, seek out opinions of others, listen intently, and keep inclusion on the agenda.

- Next steps
  - President Ironside asked for a comprehensive document, with a list and description of the four core values to be given to new board members during onboarding.

## 6. Treasurer's Report

- Second Quarter 2021 Financials
  - Mr. Ceja gave a presentation on the NACAS' second quarter financials for 2021, which are pacing as expected towards projections. NACAS will be applying for Paycheck Protection Program (PPP) forgiveness, which would help mitigate losses.
- Foundation program support
  - Mr. Mills gave an update from the Foundation Meeting that happened earlier in the week. There was lengthy discussion about Foundation's ability to sustain the \$100,000 annual program support to NACAS, and the possibility of moving towards a management fee model with possible additional program support when there are funds to do so. This issue will be discussed at the Joint Finance Committee meeting in September 2021.
- Joint finance committee next steps
  - The Joint Finance Committee will meet in early September to talk about the 2022 budget. At that meeting there will be a few important priorities including: investing in core technology functions including closed captioning for virtual events, returning retirement funding for staff, evaluating travel and hybrid events, and the Foundation discussion.

## 7. NACAS Foundation Update

- In addition to discussion over the financial support to NACAS, Mr. Mills relayed the Foundation's priorities for the rest of the year and into 2022, including the Fun Run and Flip a Coin, and restructuring attempts to fundraise such as leveraging award nominees/winners to fundraise on behalf of the Foundation or award winner.

## 8. CEO Onboarding: Staff Discussion

- Goals for the first 30 days include getting to know staff, Board members, and other stakeholders, learning about C3X, learning the NACAS structure, and prepping for and discussing the Joint Finance Committee meeting on September 7, 2021.
- Goals for 60 and 90 days include additional external meetings, brainstorming strategic planning, and preparing for the Leadership Team Meeting in early 2022.
- The NACAS staff will meet together in-person for team development in November or December with the new CEO.

## 9. Executive Session

**M/S/P Mills/Meeks** "to move into Executive Session" at 2:12 p.m. ET.

10 "Yes" Votes

Zero "No" Votes

Zero abstentions

**M/S/P Davidson/Greene** "to move out of Executive Session" at 2:30 p.m. ET.

10 "Yes" Votes

Zero "No" Votes

Zero abstentions

*July 23, 2021*

1:00-3:30pm Eastern

## 10. Framework & Approach to Partnerships

- President Ironside led a discussion on NACAS' framework and approach to partnerships. Small groups discussed how they anticipate auxiliary services changing over next 5-10 years, how these changes would impact associations and related support they need in their own professional development, and what problems is NACAS trying to solve.
- Ms. De Lisle Stott led a review of types of association partnerships and how they can be structured.
- Overall, there was agreement that being proactive to partnerships in the strategic planning process would benefit the organization.

#### **11. CCC Quarterly Report & Dashboard**

- Ms. Messa gave an update from the CCC, including membership numbers (366 paid institutions YTD), sponsorship revenue (\$308,000 YTD), and participation (1,520 unique participants, and 1,945 total participants).
- The CCC has seen an increase in volunteer numbers and event attendance, especially over 2020, and hopes to continue this growth into the 2021 committee recruitment cycle. Please send the contact information for anyone you think might be interested in volunteering to Ms. Messa.

#### Policy Determination: Public & Operational

#### **12. Nominating Committee Report**

- Mr. Greene presented a report of the nominating committee and the proposed board slate.

**M/S/P Meeks/Ceja** "to approve the slate to be presented to the membership at the Annual Business Meeting."

8 "Yes" votes (Matt Portner did not attend day 2, and Lisa Goberis exited the meeting for this vote.)

Zero "No" Votes

Zero abstentions

#### **13. Awards Committee Report**

- Ms. Stott presented the awards slate on behalf of the Awards Committee.

**M/S/P Ceja/Goberis** "to approve the awards slate as presented."

9 "Yes" votes

Zero "No" votes

Zero abstentions

#### Routine Board Business

#### **14. Benchmarking update**

- Ms. Pepito spoke about NACAS' Benchmarking Survey. The report will be released soon to the schools who participated. In total, 88 institutions completed the survey, which was a 4% increase over 2020. Twenty-seven schools submitted incomplete surveys and were given the chance to complete them but did not. Complete surveys are essential to ensuring accurate data. Those schools will still have access to the report. The South region had the most respondents and the average size of participating schools was FTE 10,000-15,000. Auxiliary Services departments contributed an average of \$6.1 million to revenue to their respective institutions.

#### **15. NACAS Office Update**

- Ms. Stott gave the office update.
- NACAS hosted its first sponsored workshop last week, in collaboration with Slingshot.
- President Ironside will do a video with Association updates to send in late August.
- Abby Hazekamp left NACAS in mid-July. NACAS will be looking to fill the Marketing Manager position.
- Considering the national office is short-handed, priorities are as follows: budgeting for 2022, hiring a marketing manager, C3X, and membership renewals. Support for the Foundation will be

limited to helping execute the Fun Run and Flip-a-Coin. Finally, the schedule at C3X will be different given the format of this year's event.

- C3X updates
  - The NACAS Board Meeting at C3X will be on Monday, October 18 in the morning. Board Members should plan to arrive by Sunday evening.
  - To encourage in-person attendees, Ms. Pepito said that the experience in Atlantic City will be unique to in-person attendees. Additionally, valuable networking and meeting opportunities will take place in-person vs. virtually.
  - Finally, Ms. Stott reminded the group that NACAS will book Board member hotel rooms for them, but NACAS does not cover the cost of the hotel or travel to get to Atlantic City.

## **16. Adjourn**

**M/S/P Markley/Messa** “to adjourn the meeting” at 3:07 p.m. ET

Respectfully submitted,

Lillian De Lisle Stott  
Interim CEO and COO

Molly Caldera  
Administrative Assistant