

# NACAS Board Meeting Minutes

## December 8, 2021

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<input checked="" type="checkbox"/>	Matt Portner, CASP	President	<input checked="" type="checkbox"/>	Matt Marcial	Chief Executive Officer
<input checked="" type="checkbox"/>	Neil Markley	President Elect	<input type="checkbox"/>	Lillian De Lisle Stott	Chief Operating Officer
<input checked="" type="checkbox"/>	Brett Jackson, CASP	Vice President	<input checked="" type="checkbox"/>	Kennedy Turner	Chief Revenue Officer
<input checked="" type="checkbox"/>	Jared Ceja, CASP	Treasurer	<input checked="" type="checkbox"/>	DJ Pepito	Chief Programs Officer
<input checked="" type="checkbox"/>	Mark Ironside	Past President	<input checked="" type="checkbox"/>	Lindsay Hodges	Registrar & Ops Manager
<input checked="" type="checkbox"/>	Gheretta Harris, CASP	Central Rep			
<input checked="" type="checkbox"/>	Monica Rattigan	East Rep		<b>Guest</b>	
<input type="checkbox"/>	Andy Meeks, CASP	South Rep	<input checked="" type="checkbox"/>	J.Rex Tolliver	Foundation Vice President
<input checked="" type="checkbox"/>	Lisa Goberis, CASP	West Rep			
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member At-Large			
<input checked="" type="checkbox"/>	Martha Davidson, CASP	Member At-Large			
<input type="checkbox"/>	Eddie Mills	Foundation President			

*December 8, 2021 2:00  
– 3:30pm Eastern*

- **Call to Order / Roll Call**  
President Portner called the meeting to order at 2:01 pm ET.
- **Approval of Minutes**
  - October 18, 2021 Regular Meeting  
**M/S/P Ceja/Messa “to approve the October 18, 2021 minutes as presented.”**

### Strategic Issues

- **Stakeholder Listening Tour**
  - Mr. Marcial reported one of the top priorities from the Board for the organization is Membership, considering strategies beyond acquisition and retention such as engaging multiple levels of campus professionals and aligning the member value proposition.
  - Other top priorities shared include creating content for other career pathway opportunities, DE&I, and the CASP Program.
  - Foundation Board feedback included the need for dedicated staff support, more consistent donor recognition and benefits, and opportunity for outsourced funding.
- **Regional Services Update**
  - Mr. Marcial reported NACAS staff has proposed and budgeted for CX support at a subsidized \$10,000 for event support and \$8,500 for standard governance support by staff.
  - Each region was presented with these support options; East and West have agreed to both event and standard, Central has agreed to standard support, South continues to consider both event and standard support.
  - Regional presidents have been invited to LTM to further discuss future opportunities and alignment on NACAS resources and support.

## Review & Adjustment of Strategy

### • **Treasurer's Report**

- Mr. Ceja reported that the RFP for the 2021 audit has been distributed to various firms and responses are expected in early January. Mr. Marcial and Mrs. Stott will present the finalists to the Finance committee for review. Per policy, the committee will go through the recommendations and bring them forward to the Board at LTM for approval.
- Mr. Ceja provided a CARES Act funding update. NACAS received full forgiveness for its Paycheck Protection Program (PPP) loan. Additionally, Congress has passed an infrastructure bill that has eliminated the employee retention credit for Q4, having a -\$70,000-dollar impact to NACAS.
- NACAS expects to end the year net positive for 2021.

## Policy Determination: Public & Operational

### • **Proposed Policy Revisions (Section 403: Audit)**

- Mr. Ceja reviewed the current policy on conducting an RFP for audit firms, and recommended the policy be revised from conducting the RFP “when necessary” to “at least once every five years”.

**M/S/P Davidson/Jackson “to approve the recommended change to Policy Section 403: Audit.”**

## Routine Board Business

### **C3X 2021 Feedback Review**

- Ms. Pepito provided an overview of the C3X post-conference surveys, which received a strong response rate from in-person attendees.
- Overall experience and value have increased in comparison to 2019; in 2019 there was a large portion of neutral responses. The virtual attendees did feel the impact of the hybrid conference showing a decrease in overall satisfaction. Satisfaction of first-timers has increased from the last in-person C3X in 2019.
- The business partners do not find virtual exhibiting equitable, and it is challenging to engage with members without more gamification or programming intentionality for visitors.
- Most in-person attendees prefer in-person events for their professional development with shorter virtual events coming in second. Virtual attendees also preferred to be in person if the appropriate safety measures are being taken.
- Events have been going well with more work to be done in hybrid events overall.

### **LTM Schedule**

- Mr. Marcial and President Portner provided an overview of the LTM schedule. There will be Foundation working group time concurrent with the NACAS Board meeting, as well as a joint NACAS Board and Regional President meeting.
- For any hotel needs please reach out to Ashley Vercellone.

### **NACAS Office Update**

- Mr. Marcial shared that NACAS has hired a new Director of Marketing and Communications, Joy Sinclair.
- The Executive Assistant & Volunteer Experience Manager finalists interviews will begin the week of the 13<sup>th</sup> with hopes of the position to begin the second week of January.
- The Senior Executive Summit will take place February 21 – February 23 in Palm Springs, CA.

- The reformed business partner engagement format is taking very well, registration has already surpassed the revenue projected in the budget. Ten business partners are invited to participate and bring in an institutional guest or current client, with another 10 individual institutional attendees registering on their own.
  - The RFP for 2024 & 2026 C3X Locations will go out this week with a response deadline of January 6; contracts will be finalized in April. For 2024, potential locations being considered include Georgia, Texas, and Florida. For 2026, Chicago, Boston, and Washington, DC are being considered.
  - NACAS has launched a member needs survey. It has been five years since a full member needs survey has been conducted, and NACAS hopes to get strong feedback on benefits and priorities for the organization.
  - The NACAS office will be closed from December 23 – January 2.
- **Foundation Update**
    - Thank you for your participation in the flip a coin event, helping gross over \$3,000!
    - To receive tax benefits for your Foundation donations please remember to donate before December 31.
  - **Executive Session**
    - President Portner transitioned the Board to executive session at 2:59 PM eastern time.
  - **Adjourn**

Respectfully Submitted,

Matt Marcial  
CEO

Lindsay Hodges  
Registrar & Operations Manager