Monday, July 24th

Call to Order
- President Reynolds called the meeting to order at 2:08 p.m.

Approval of May 3, 2017 Minutes
M/S/P North/Ceja “to approve the May 3, 2017 minutes as presented.”

Approval of May 25, 2017 Minutes
M/S/P Garcia/Redwine “to approve the May 25, 2017 minutes as presented.”

Strategic Issues
NACAS Marketplace Update
- Mr. Salem reported on the history of the NACAS Marketplace and gave an update on the funding of this project by the Education Foundation. The goal is for the Marketplace to be complete by November, 2017 at C3X but launch no later than January 2018.
- The Marketplace will include an enhanced Buyer’s Guide, a resource repository, and an in-depth research tool for best practices, etc.
- To access the Marketplace, you must be a NACAS member.
- The Board will be able to test drive the Marketplace before it launches.
Research and Consulting Program (global and campus)

- Ms. Pepito gave an update on what has been done on NACAS research to date and plans for the next couple of years.
  - NACAS will immediately begin improving its technological systems and the user experience within membership resources.
  - By creating a repository of information and enhancing membership profiles, members will have increased ability to find other colleagues willing to do peer-to-peer reviews.
  - NACAS will commit to finding more business partners in the consulting field for the NACAS Marketplace.
- Ms. Pepito asked the Board to assist with informing the research.

CASP Report/Recommendations

- Ms. Finn gave an assessment of the current CASP program and the revenue and expenses to date.
- Discussion was held on the CASP program not being financially self-sustaining. 150 certifications per year are needed to break even.
- A recent survey indicated that recertification is cumbersome, and that emerging professionals value the program more than mid-level and senior-level professionals do.
- Two proposals were presented to the Board:
  1. Modify the goals of the CASP certification program to focus on growth of the program rather than accreditation; hire a full time, manager-level position dedicated to ensure the success of the program; and consider lessening the eligibility requirement and increasing the resources available for preparing.
  2. Dissolve CASP as a certification program and focus on the learning involved in attaining a credential; and shift the program to model a certificate-based assessment program built upon the digital badging online courses currently in development.
- Conversations have been held between NACAS and Colorado State University on an online badging program partnership.
- Members have indicated that they need tools, resources and learning to do their jobs on campus. Discussion was held on instead of gearing the certification toward senior level professionals in auxiliary services, focus instead on mid-level professionals and emerging professionals to help them get to the senior level.
- Ms. De Lisle reported on the differences between certification and a certificate program.
- It was noted that there are no accredited certifications in higher education. The Board agreed that it is not necessary to become accredited and the certification program should be more efficient.
- The CASP exam will be administered at the 2017 and 2018 C3X conferences. No remote testing will be offered between the two C3X conferences to provide more time to transition from Comira to a new testing provider.
- Mr. Looney noted that the Certification Commission will be asked to provide a set of protocols that would be followed should we choose to not to pursue accreditation so they can report back the standards that they would keep in place.

Action item:

- A group including two people from the Professional Development Committee, two people from the Certification Commission, Ms. Finn and Ms. De Lisle to meet regarding the CASP Program, discuss the vision for the future as well as related expenses and come back to the Board with recommendations.
M/S/P Ceja/Garcia “for the Certification Commission to development new internal CASP standards to replace the existing accreditation goals.”

Tuesday, July 25th
The meeting reconvened at 9:03 a.m.

Strategic Plan Next Steps
- Mr. Weichhart reviewed the NACAS mission, mantra and values. Discussion was held on creating a vision statement that is unique for NACAS.
- The group agreed with the vision statement: “NACAS inspires leadership and business partnerships to enrich the campus experience.”
- Mr. Weichhart reviewed the NACAS 2015 – 2019 Strategic Plan Overview themes. Breakout groups reviewed what NACAS has done to date on each of these and what can still be accomplished. Three new goals, realities and opportunities were created for membership, programs and services and branding.

Action item:
➢ Mr. Weichhart to put together a Strategic Plan document from all three breakout groups.

Review & Adjustment of Strategy
Treasurer’s Report
- Ms. Vieira reviewed the financial statements and the dashboard. The Certification Program Fund is now listed as a separate line item as some donations are specific to CASP.
- Mr. Dastoli reported that the NACAS and Education Foundation audit field work has been completed. The audited 2016 financials will be available during the September call.
- Mr. Dastoli noted that NACAS entered a fast track settlement with the IRS which has been accepted. The IRS has agreed to move the date forward and NACAS will not have to pay back taxes. NACAS will report as a 501(c)(6) in 2018. The group exemption will be next and the regions will be part of the tax status reinstatement. The Education Foundation will remain a 501(c)(3).
- The Finance Committee met in June prior to the West Regional Conference in Orange County, California.
- Ms. Vieira and Mr. Dastoli reviewed the proposed 2018 budget. Discussion was held on adding a FTE-8 membership category.

Action item:
➢ Mr. Dastoli to add a dotted line to the dashboard to show where we are in comparison to the same time last year on membership numbers, etc.

CCC Quarterly Report
- The Committee Chair Council quarterly report was included in the board materials. Mr. Garcia gave an update from the last CCC conference call and noted that the group wants to focus on the upcoming 50th anniversary in the College Services magazine.

Policy Determination: Public & Operational
Policy Manual Update
Cancellation Fees
• Mr. Weichhart noted that there are currently different cancellation policies for different NACAS events. Suggested changes were made to the Policy Manual and presented to the Board.

Board Representation
• Ms. Reynolds noted that there is not a policy in place that prevents more than one person from the same institution from being on the national board of directors.

Board Meeting Expenses at C3X
• Discussion was held on whether institutions pay expenses for board members to arrive early at the C3X conference for the board of directors meeting.

Action item:
➢ Ms. Finn to bring forth proposed language to section 1 of the Constitution and By-Laws to the Board in September on board composition.
➢ Mr. Dastoli to determine the dollar amount to provide hotel and meal costs for a board member to attend the board meeting prior to C3X.
➢ Updated proposed NACAS Policy Manual changes regarding cancellations will be brought forth to the Board in September.

Wednesday, July 26th
The meeting reconvened at 9:02 a.m.

Awards Slate
• Mr. Salem gave an update on the 2017 Awards slate that was voted on by the Awards Committee earlier this month.

M/S/P Harris/Ceja “to accept the 2017 Awards Slate as presented.”

Board & Committee Nominations
• Mr. Redwine presented the slate of officers:
  o Vice President - Ryan Greene (South region)
  o East Regional Representative - Maria Hoagland
  o Central Regional Representative - Bob Barry
  o At-Large Member - Charles “Joe” Eggleston

The 2019 C3X Committee Chair position is still vacant.

M/S/P North/Sirinek “to accept the slate of officers as presented.”

Mr. Wahr noted that there are not many committee vacancies to fill this year. He will work with the regional presidents and the NACAS staff on this to fill these before the C3X conference. There will be several vacancies on the Canadian Committee.

NACAS Rebrand Update
• Mr. Turner gave an update on the NACAS brand and noted that we are going through the trademark process.
• Progress is being made on the region website access and staff will work with the regions on this.
• Mr. Turner noted that Mekanic and the NACAS staff are working with the Education Foundation on their section of the website.
• Ms. Finn noted that a link will be available soon on the website to purchase items with the new NACAS logo.
• Two versions of the gold 50th Anniversary logo were presented.

Certification Testing Company Decision
• A testing provider comparison document was included in the board materials as the current provider has indicated that it plans to raise their costs significantly. Based on discussion earlier on CASP, this decision will be postponed.

Policy Determination: Public & Operational continued
Committee Adjustments
• Mr. Wahr noted that sometimes committee representatives from the same region on a committee turn over at the same time. He will work with the committee chairs on this.
• Discussion was held on which committees are necessary. Mr. Wahr plans on looking at this with a task force during his presidency.

Regional Affiliation Agreement
• Mr. Redwine reported that all regions have agreed to the regional affiliation agreement.
• The documents for each region are to include original signatures by the national president, each regional president and each regional representative to the board.
• Work is yet to be done on MOU’s, etc.

M/S/P Garcia/Davis “to accept the regional affiliation agreement as presented.”

Routine Board Business
National Office Update
• Ms. Finn presented the new organization chart. Lillian De Lisle is now the associate executive director, Ashley Vercellone is now the senior director of operations, and Kennedy Turner is now the senior director of business development. William Hurley joined the NACAS staff recently as an administrative assistant.
• Mr. Weichhart has accepted a new position out of state and Brittany Crock begins this coming week as the new event coordinator.
• Three of four regions have verbally committed to assist in funding the new incoming member services coordinator position for two years. NACAS is currently interviewing candidates for this position.
• Ms. Finn gave an update on the June regional conferences.
• Ms. Vercellone presented the C3X dashboard. As of two weeks ago, there were 182 full registrations; we are now at 220. Early-bird prices end on September 15th. There are currently five people registered from Denmark and 21 from Canada.
• Staff met with members of NFUCA from Japan earlier this month at the NACAS office and at Howard University in DC hosted by NACAS East president, Stephon Knox.
• Ms. Finn and Mr. Wahr attended the SCUP conference in Washington, DC and met with their executive director as well as NASPA and NACUBO representatives at their national offices.
• Ms. Vercellone to look at July 30th – August 1st as possible dates for the 2018 summer board meeting at the Sheraton Grande in Phoenix.
**Education Foundation Update**

- Mr. Sirinek reported that approximately $8,000 was raised during the flip-a-coin fundraisers during the 2017 regional conferences.
- The Campaign for the Future is near it's half way to goal with about $225,000 committed.
- There will be a bowling fundraiser in Colorado Springs during the 2017 C3X conference.
- The Foundation will hold a reception to honor our donors at C3X.
- The Foundation provides unanimous support for the new NACAS Marketplace.
- There are a few upcoming vacancies on the Foundation Board. Suggestions for these positions to be sent to Mr. Sirinek and Frank Mumford.

**CCBO Update**

- Mr. Weichhart gave an update on the CCBO board transition.
- Conference registration is a little over 100 which is behind this time last year.
- Ms. De Lisle will be the interim executive director until the new NACAS project manager is hired. This person will also be the executive director of CCBO.
- The 2017 CCBO Annual Conference is scheduled for September 23-26.

*M/S/P North/Harris “to adjourn the meeting at 10: 50 a.m. on Wednesday, July 26th.”*

Respectfully submitted,

Kelsey Harmon Finn  
CEO

Marcia Oakley  
Executive Assistant