State of the Association

NACAS Regional Conferences
2017
Your NACAS President

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Assistant Vice President for Business Services
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NACAS: The Organization for College Auxiliary Professionals

Training and Professional Development
Networking opportunities
Keeping current of emerging trends
Pairing campus needs with Business Partners
Mentoring the next generation of auxiliary professionals
Creating a Shared Vision for NACAS

National Office
Leadership Team Meetings
Committee Participation
Regional Boards
Member engagement
Conferences
What does it mean to be CEO?

Kid President Has a Dream!

THINGS DON'T HAVE TO BE LIKE THEY ARE.
2016: A year of listening

Validation of work

Networking

Future-proofing
Where are we now?
Membership

- Total Institutional Members: 708
- Regions
  - Central: 136
  - East: 241
  - West: 130
  - South: 197
- Overseas members: 6
- New Members (since April 2016): 57
- Active Individuals: 6,056
- 202 Business Partners
Professional Development

14 Webinars with 435 Attendees
3 Virtual Roundtables with 93 Attendees
3 Institutes with 56 Attendees
11 new CASP recipients

$7,825 in Awards and Scholarships
2 Pre-Conference Workshops with 47 attendees
1 pinnacle event created specifically for the campus auxiliary services industry
Finances

NACAS Finances

$2,500,000

$2,000,000

$1,500,000

$1,000,000

$500,000

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Revenue  Expenses

[Plot Area]
Organization, Structure & Culture
2017: A year of action

Purpose. Promise. Position.
NACAS
Rebranding Initiative
What we do.
Who we are.
Why it matters.
63 Brand Exercise Participants

24 Phone Interviews

7 Video Interviews

9 Collaborative Strategic Meetings & Workshops

Weekly Conference Calls

Market & Competitive Research

5 Leadership Presentations
18% participation
NACAS provides...
Solutions. To enrich experiences and quality of life for students.
Resources. To inform our members’ decisions on campus transformation.
Counsel. To build our Business Partners’ brands within campus communities.
Innovation. To improve the financial health of higher education institutions.
Leadership. To advance and sustain campus environments worldwide.
We are...
Enriching the Campus Experience.
NACAS Green is symbolic of new beginnings, innovation and financial health.

NACAS Green is a fresh and zesty yellow-green shade that evokes the first days of spring when nature’s greens revive, restore and renew. Illustrative of the lushness of opportunity, NACAS Green signals members, partners, volunteers, constituents and beyond to take a deep breath, oxygenate and reinvigorate.
BRAND PURPOSE

NACAS is a professional trade association that supports the non-academic segment of higher education responsible for generating business through a diverse array of campus services that students need and value, such as food services, bookstores, housing, and transportation.

As the leading organization supporting all campus services, NACAS is the community-of-choice for strategic leaders who advance campus environments to improve quality of life for students. Our members oversee multiple services and make executive decisions that shape them to create hospitable and well-rounded campus communities.
BRAND POSITION

Founded in 1969 as the National Association of College Auxiliary Services, NACAS is the premier organization that convenes executives from higher education institutions and those from businesses that supply campus service solutions.

Our members work at a leadership level within 4-year and 2-year colleges and universities located worldwide. With buying power, business acumen, and a vision for how modernized services can elevate campus experiences, they lead change for the benefit of students and the health of their institutions.

From innovative start-ups to time-honored brands, our Business Partners are essential to the fabric of NACAS and offer diverse solutions that meet the authentic needs and desires of students.
BRAND PROMISE

Every day, thousands of NACAS members and Business Partners collaborate to create customized campus services that are unique and meaningful to each school’s community. NACAS provides the richest bank of data, resources, educational experiences, leadership development, connections, and progressive business models to fuel this high-level collaboration.

Leaders engaged in NACAS are dedicated to developing and implementing service solutions that advance, transform, and future-proof campus environments. These solutions generate reinvested revenue and empower students with advantages and choices that enrich their campus experience.
NACAS. Where campus service visionaries and top solution innovators converge.
What else?
college services

17 EDUCATION BENEFITS PROGRAMS HELP STUDENTS EARN WHILE SAVING

The Drive Behind Sustainability at the University of Houston 7
Lewis-Clark Presidential Work Scholars Program 22
Embracing a Culture of Sustainable Innovation 29
As NACAS members, we design campus experiences that are unparalleled and unforgettable.

As NACAS members, we respect students’ voices and deliver services they want in ways they never imagined were possible.

As NACAS members, we help students navigate their journey to independence with robust campus services.
Will you lead with us?
Introducing… NACAS Research!

Surveys of students and auxiliary service professionals

Help us help you!
- Understand the contributions auxiliaries make on campuses
- Create industry benchmarks
- Set key performance indicators
- Standardize language used across auxiliaries

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nacas.org/research > click +Get Engaged

Open until June 26
November 5-8
Colorado Springs, CO
The Broadmoor