NACAS BOD Meeting Minutes
April 22, 2015

NACAS Board of Directors:  

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Kathryn Le Gros</td>
<td>President</td>
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<tr>
<td>Bill Redwine</td>
<td>President Elect</td>
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<tr>
<td>Diane Reynolds</td>
<td>Vice President</td>
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<tr>
<td>Carlos Garcia</td>
<td>Treasurer</td>
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<tr>
<td>Jean Kwaterski</td>
<td>Past President</td>
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<tr>
<td>Scott Seagren</td>
<td>Central Representative</td>
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<td>Peter North</td>
<td>East Representative</td>
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<tr>
<td>Eddie Mills</td>
<td>South Representative</td>
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<tr>
<td>Neil Markley</td>
<td>West Representative</td>
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<tr>
<td>David Looney</td>
<td>Member at Large</td>
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<td>Chris Bradie</td>
<td>Member at Large</td>
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<tr>
<td>Matt Sirinek</td>
<td>Education Foundation President</td>
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NACAS National Office Staff:  

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Ron Campbell</td>
<td>CEO</td>
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<tr>
<td>Eleanor Mower</td>
<td>COO</td>
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<tr>
<td>Caleb Welty</td>
<td>CM&amp;IO</td>
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<tr>
<td>Dianne Hamilton</td>
<td>Director of P.D.</td>
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<tr>
<td>Marcia Oakley</td>
<td>Executive Assistant</td>
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<tr>
<td>Sneha Pokharel</td>
<td>Financial Manager</td>
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<tr>
<td>Tiffany Margerum</td>
<td>Admin. Assistant</td>
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The meeting was called to order at 3:02 pm with the following board members in attendance: Kathryn Le Gros, Bill Redwine, Diane Reynolds, Carlos Garcia (5 min or so late), Jean Kwaterski (about 10 min late), Scott Seagren, Peter North, Eddie Mills, Neil Markley, Matthew Sirinek, Chris Brady, and David Looney (about 12 minutes late)

M/S/P Markley/Mills “to go into Executive Session to discuss personnel matters.”

3:11 pm M/S/P Redwine/Garcia “to come out of Executive Session.”

1. Approval of Agenda
   M/S/P Garcia/Reynolds “to approve the meeting agenda.”

2. Approval of March 18, 2015 Minutes
   M/S/P Garcia/North “to approve the March 18, 2015 minutes as presented.”

Approval of March 18 & April 6, 2015 Minutes (Executive Sessions)
   • Deferred

3:15 pm - The NACAS staff was invited to join the meeting via email and then dialed into the meeting.

3. NACAS National Office Update
   • Ms. Mower reported that Alex Stott was on board, replacing Julie Jones in the NACAS National Office as our web and technology coordinator. Also, Luis Salazar (staff accountant) has accepted a new position and will be leaving NACAS at the end of April. Interviews are being conducted for a new staff accountant.
   • The draft audit is expected to be complete this week, according to the auditors.
   • The D&O insurance policies have been renewed for NACAS and the Education Foundation.
• The financials for 990’s have been received from most of the regions; we are following up on the others.
• Committee budgets have been requested in preparation for the Finance Committee meeting that will be held in San Diego at the West Regional Conference on May 30th.

Action item:
➢ Ms. Oakley will post the D&O insurance documents in the NACAS Lounge board community.

Old Business
4. Follow up from LTM
• The board discussed the summary of the 2015-2019 Strategic Plan overview following the LTM.

M/S/P North/Sirinek “to adopt the framing of the themes and visions of the 2015-2019 Strategic Plan with the change of ‘is’ in the Vision to ‘will be’ and under Theme 2, change Goal 3B to 2C.”

• The priority actions spreadsheet that included the three themes with goals, objectives, performance measures, status/update and responsibility was shared with the Board.
• The committee chairs will be asked to speak to their objectives relating to the plan at the November LTM during the Annual Conference in San Antonio.
• The Board will ask for quarterly reports on the status of the plan.

M/S/P Garcia/Redwine “to use the priority actions template and circulate this document to the Committee Chair Council.”

• The 2015 list of potential action items was included in the board materials.

Action items:
➢ The summary of the 2015-2019 Strategic Plan overview will be posted on the NACAS website.
➢ The priority actions spreadsheet will be shared with the Committee Chair Council, and members will be asked to review and update their own actions on this template. The 2015 list of potential action items will also be shared, as it is referred to for reference in developing the longer range committee plans.
➢ Ms. Mower to extend an invitation to the Education Foundation board members to attend the entire LTM in November in San Antonio.

• LTM Next Steps – this was not reviewed during the call.

5. Database Recommendation
• Mr. Welty presented the database PowerPoint presentation to the Board.
• The NACAS National Office is recommending Fonteva as the vendor for the new database as they are a solid company that best meet our systems requirements.
• Fonteva supports over 500 non-profits and associations through their MemberNation AMS. MemberNation is the only end-to-end Association Management Software built on Salesforce, the world’s most powerful CRM database. MemberNation is based on a subscription model.
• MemberNation offers staff customization options and is full ADA compliant.
• This is a phased approach. Phase 1 will begin after the Annual Conference and finish in January 2016.
• The estimated cost is $167,000. The budgeted amount for 2015 is $100,000. It was suggested that this be amortized over seven years. Annual expenses with this new system would be reduced by half.
• NACAS will realize significant savings in our third-party technology costs: email marketing, website hosting, integrations, etc.
• Discussion was held about possibly asking the Education Foundation for some financial support.
• Hands on training could occur at the LTM in November.

M/S/P Reynolds/North “to move forward with the software purchase as described, subsequent to legal counsel reviewing the contract.”

M/S/P Reynolds/Bradie “to ask the Education Foundation for a one-time financial support of the database software purchase to bridge the gap of $67,000. NACAS will assume the future costs of the system.” Mr. Sirinek abstained from voting on this motion.

Action items:
- Ms. Mower to send the proposed software contract to NACAS attorney, Jeff Leiter to review.
- Ms. Mower will draft the formal request with the assistance of Mr. Welty for President Le Gros’ signature.
- Mr. Redwine will support the formal request at the Education Foundation meeting. We will ask if Mr. Welty can be invited to join the next Education Foundation conference call to make this presentation to their Board of Directors.

6. 2019 Site Selection
• Ms. Mower reviewed the site selection summary of the property in Phoenix for the 2019 Annual Conference which included the Sheraton Phoenix Downtown & Phoenix Convention Center.

Action item:
• Ms. Mower to look at attendance of prior conference locations and which ones exceeded NACAS’ expectations. This will be reviewed during the next conference call.

7. Other Action Items from March 2015 Minutes
• This was not reviewed during the call.

New Business
8. Task Force Updates
• The Task Force updates were not reviewed during the call.
  1. Community Colleges
  2. Inclusive Excellence
  3. NACAS Organization Structure Review

9. Committee Updates
• The proposed 2016 conference committee list from chair, Cheryl Crouch was presented to the Board.
• The 2016 Annual Conference Committee will meet in person for the first time in May in Indianapolis.

M/S/P Kwaterski/Redwine “to accept the slate of the 2016 conference committee members as presented.”

Recommendation from Awards Committee
• The recommended changes to the awards descriptions submitted by the Awards Committee were reviewed by the Board.
M/S/P Sirinek/North “to accept the recommendations of the Awards Committee.”

10. Finance Committee
   • These items were not reviewed during the call.

   **Recommendations**
   • Ask Membership Committee to:
     o Review value of membership to institutions
     o Review what is exclusive to members vs what is available to anyone – recommend changes
     o Create a list: this is what you get as a member
   • Direct staff to design and deliver aggressive corporate sponsorship program
   • Compare % of NACAS members that have CASP designations vs membership in NACS for their accreditation and membership in purchasing association for PMAC, ASAE and their designation, etc.

11. Foundation Requests
   • Funding requests need to come to the NACAS Board, not directly to the Education Foundation.
   • The Education Foundation would need to add to their By-laws that requests would need to come formally from the NACAS Board.

   **Action items:**
   ➢ The NACAS National Office staff to draft a written procedure for funding requests.
   ➢ This procedure will be added to the NACAS Policy Manual.

**Other Business**
• There was no other business.

**Adjourn**
Mr. Garcia made a motion to adjourn the meeting at 4:35 pm.

Respectfully submitted,

Eleanor Mower
COO

Marcia Oakley
Executive Assistant

**Future Meetings**
- **May 18, 2015** (Monday) – NACAS Policy Manual, 2016 annual conference planning team site visit, 2016 LTM site location decision
- **June 24, 2015** (Wednesday) – Final Task Force reports, summer board meeting agenda
- **July 23-25, 2015** (Thursday – Saturday) - Summer board meeting in Indianapolis, quarterly financial statements, 2016 draft budget recommendations, board and committee nominations, new BOD orientation, 2015 Action Plan updates, decision for 2016 summer board meeting location, MOU between NACAS and the NACAS Education Foundation and designate task force, CCBO decision
- **August 26, 2015** (Wednesday) – 2016 final budget review, 2015 annual conference reports
- **September 30, 2015** (Wednesday) – 2016 LTM planning
- **October 30, 2015** (Friday) - (all day meeting in San Antonio) 8 am - 5 pm. quarterly financial statements, 2015 Action Plan updates, 2016 budget approval
- **November 4, 2015** (Wednesday) - (post-conference meeting in San Antonio) 7 - 8 am,
Future Annual Conferences
NACAS 47th Annual Conference
November 1 - 4, 2015
Grand Hyatt San Antonio
San Antonio, TX

CCBO 33rd Annual International Conference
September 19 – 22, 2015
Tropicana Las Vegas
Las Vegas, Nevada

2015 Regional Conferences
West
May 31-June 2, 2015
Embassy Suites San Diego - La Jolla
San Diego, CA

East
June 7-10, 2015
Hyatt Regency Philadelphia at Penn's Landing
Philadelphia, PA

Central
June 14-17, 2015
Sheraton Indianapolis City Centre
Indianapolis, IN