NACAS Board of Directors:

Kathryn Le Gros  President
Bill Redwine  President Elect
Diane Reynolds  Vice President
Carlos Garcia  Treasurer
Jean Kwaterski  Past President
Scott Seagren  Central Representative
Peter North  East Representative
Eddie Mills  South Representative
Neil Markley  West Representative
David Looney  Member at Large
Chris Bradie  Member at Large
Matt Sirinek  Education Foundation President

NACAS National Office Staff:

Eleanor Mower  COO
Caleb Welty  CM&IO
Sneha Pokharel  Financial Manager
Marcia Oakley  Executive Assistant

Thursday, July 23, 2015
President Le Gros called the meeting to order at 1:00 p.m.

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

2. Approval of June 24, 2015 Minutes
M/S/P Garcia/Sirinek “to approve the June 24, 2015 minutes as presented.”

3. NACAS National Office Update
   • Ms. Mower reported that the NACAS National Office is moving quickly to implement the new database. The target date for the completion of the data to the new system is January, 2016.
   • The NACAStv contract has been renegotiated and Mr. Welty is in the process of developing a new marketing/promotional campaign to announce changes.
   • Mr. Welty is working on a new registration process for the Annual Conference.
   • As of end of June, we have 751 institutional members and 198 business partner members.
   • All of the Institutes were cancelled for 2015, but are being planned for 2016.
   • The Certification practice analysis survey went out last week and the membership needs assessment is scheduled to go out next week. President Le Gros asked the board members who did not receive this from consultant, Mickie Rops to let Mr. Welty know.
   • We have 261 registered for the Annual Conference and the room block is at 61%. We may surpass our room block at the JW Marriott. Ms. Mower noted that she is looking at multi-year contracts with hotels for the future.
   • We have $253,200 in exhibitor sales and $136,500 for sponsorships.

M/S/P Redwine/Kwaterski “to accept the circulated draft Corporate Resolution relating to the Fidelity Account to add Eleanor Mower as the new individual account holder.”

4. CEO Search
   • Search Committee Report:
     o Mr. Markley noted that his written report was included in the board materials.
The Spelman & Johnson Group has received 72 resumes and they are confident that they have a good candidate pool. Stakeholder interviews are almost finished.

The week of August 3rd, the Search Committee will select candidates to participate in confidential first-round interviews in Chicago the following week. The Search Committee will then select finalists to come to Charlottesville for office visits.

There is a link on the NACAS website for questions, comments or feedback on the CEO search. To date, there have been no comments. The search is also listed in College Services Monthly.

The final interviews for the top two candidates will be held in Charlottesville the week of September 21st and the Board to approve the final candidate by September 30th. Discussion was held regarding who from the Board should attend the interview process in Charlottesville. The overall budget for the CEO search is $100,000. Those board members who do not attend could dial in and listen. Mr. Bradie noted that all board members should have the opportunity to meet the new CEO before they begin. The regional presidents will also be asked to be part of the video conference or they could come to Charlottesville at their own expense, if they choose to. The Search committee will discuss and finalize.

Transition Team

The Executive Committee noted that we need to appoint a transition team for the new CEO to orient them (with Board, staff and external stakeholders) and set forth expectations from the Board (for first six months and year). President Le Gros suggested that this team include three board members – Mr. Redwine, Mr. Seagren and Mr. Mills and three staff members – Ms. Mower, Ms. Pokharel and Ms. Welty. This group to meet and provide an outline at the October board meeting. Mr. Redwine and Ms. Mower to co-chair the team.

M/S/P Kwaterski/Reynolds “to accept the CEO transition team as listed.”

5. 2015 Priority Actions Review

- President Le Gros noted that the committee chairs have updated their information on the priority actions spreadsheet that was a result of LTM. The updates on the three themes were reviewed.
- Discussion was held regarding doing CASP presentations at sister association conferences. Also, the CEO needs to have relationships with the sister associations and find out what are the hot topics for institutions.
- Ms. Mower noted that Goal 3A objectives need to include determining what the financial needs are to keep NACAS growing.
- Next step – the committee chairs are to give an overview of the draft 3-5 year plans at the Nov LTM and then submit the finalized 3-5 year plans by December 15th. There will be another opportunity to provide updates at the February LTM.
- Ms. Mower cross walked the LTM task list to the themes of the Strategic Plan. The list in the board materials includes the task/issue, status, theme that it is related to and comments. President Le Gros asked the Board to specifically note the items under board responsibilities. All tasks in this area are either completed or underway.
- Ms. Reynolds suggested having a booth at the Annual Conference to give informal information on committees to determine where a good fit for a member may be. The NACAS Board could assist in staffing this booth.

Action items:

- The NACAS National Office staff will add a 2D Goal - formalize the process of NACAS attending and promoting ourselves at sister association events (including doing CASP presentations and/or other education sessions.) This will be the responsibility of the NACAS National office staff.
- Ms. Mower will add a committee information booth to the conference list.
Ms. Reynolds to share the Priority Actions and the LTM Task List with the CCC group. Ms. Mower to see that this gets posted in the CCC community in the NACAS Lounge.

6. Committee Structure Review
- An item from the Priority Action list has the Board reviewing the current structure of committees, President Le Gros inquired if we need to continue recruiting and setting up committees the same as has been done in the past, as there was discussion at the February LTM about the need/difficulty in appointing regional representatives. Ms. Reynolds noted that regional involvement in committee appointments is important. It was also noted that the current structure is important, however we need to accept volunteers who have a passion about an area, not just because they are from a certain region.
- The Committee Chair Council (CCC) group has changed from monthly meetings to meeting every other month via a conference call. The committee reports are to be posted in the Lounge the Friday before the CCC call.

Action item:
- Ms. Reynolds will discuss committee recruitment with the Committee Chair Council in September and report back at the October NACAS board meeting.

7. Committee and Task Force Updates

Awards
- Ms. Reynolds presented the NACAS 2015 awards slate from committee chair, Bill Ballard.
- Ms. Reynolds will reach out to the regions who did not submit Regional Mentor and Rising Star nominees and ask that they submit names in the next two weeks.
- The Board agreed to accept the Awards committee’s recommendation of the NACAS 2015 awards slate. They agreed that the Central, East and West regions can still submit for the regional awards. No vote is required by the NACAS Board to approve the slate.

Certification Commission
- Mr. Welty reported that 14 applications have been received this year. To date, one person sat for the test.
- Recertification is picking up and the NACAS National Office has processed over 500 activity records over the past few months.
- The practice analysis has gone out and the survey will close next week.
- The Commission is making changes to the certification credit process.
- The Commission is proposing additional Hassmiller scholarships and will donate unused marketing funds to offer an additional 10 scholarships.
- A decision may be made to go back to offering the exam at the Regional Conferences in 2016.

Other Committee Reports
- Ms. Reynolds gave some highlights from the committee reports that were submitted in July.
- The Education Foundation is reviewing some of the awards descriptions to make sure the original intent is still there and will provide feedback to the NACAS BOD.

Data Curation Task Force
- The Board is to name a task force to develop a plan to collect, curate, generate, and distribute relevant proven practices, relevant information, and knowledge associated with the auxiliary services profession.
- The Education Foundation supports the Data Curation initiative and will welcome receiving the plan that further defines this project, with a timeline, budget etc.
- It was suggested that the chair of the Technology Committee, Robert Holden be on this task force or chair it.
Action item:
- President Le Gros to ask Robert Holden to chair the Data Curation Task Force and ask Mr. North to be the board liaison (and chair if Robert Holden is unavailable).

- The task force will also include Dan Adams from the Education Foundation Board of Directors.
- The chair will decide the number of people on the task force, the group will develop a plan that includes what to collect, how it will be stored and maintained, how it is accessed, budget, timeline etc.
- The Education Foundation will use the project as a fundraiser for the 50th Anniversary campaign.
- This will be a member benefit and plans are to have this database in place/launched by the 50th anniversary.

Task Force Updates

Inclusive Excellence Task Force

- Mr. Bradie presented the final report of the task force during the June board meeting. He reviewed the committee dynamic and the findings and recommendations of the task force, which included that a standing IE Committee should be reinstated. He noted that the committee members should have relevant experience and be sensitive to issues.
- Mr. Bradie also offered pros and cons of reconstituting a committee based on his experience and observations as a participant of the last committee and his experience as chair of the task force.
- He reiterated the committee recommendation that the IE toolkit needs to be sent out, and to a broad constituency as possible. The toolkit addresses the climate of NACAS. Ms. Kwaterski noted that the toolkit should be used every 3-5 years. She suggested that we look at ASAE’s tool that they use, and that we need to make sure that our boards and committees are diverse (not just color or sex, but also look at things such a combination of two-year and four-year institutions, disabilities, etc.)
- The toolkit needs to be scrubbed first before it goes out to the Board to test first.
- It was suggested that we use the LTM in February to review the results of the survey that would be sent out to all participants prior to the meeting (via Survey Monkey in December.) The strengths and weaknesses would be looked at by the IE Task Force prior to the LTM, and then a workshop conducted with all at the LTM. Ms. Kwaterski suggested that we block out 1 ½ - 2 hours for this at the LTM.
- Regarding the recommendation to reinstate the IE Committee, discussion was held regarding doing the toolkit first and look at the outcome first to see if we need to operationalize this issue, such as a policy that the NACAS National Office puts out instead of creating a committee.
- Inclusivity could be added to each committee charge.

M/S/D Bradie/Sirinek “to support the task force’s recommendation to seek board approval for developing and conducting an exercise for the 2016 LTM using the IE toolkit.”

M/S/P Bradie/Mills “to revisit the decision of reconstituting the Inclusive Excellence Committee following the February LTM.”

8. Relationship with CCBO

- President Le Gros noted that the Board received the recommendation of the Community College Task Force in May via a report submitted by chair, Jared Ceja. She reviewed the recommendations of the task force.
- Ms. Mower presented a recent SWOT analysis on the NACAS/CCBO relationship and reviewed the pros and cons document from last year. In addition, the cost breakdown associated with the CCBO contract was reviewed.
- Ms. Pokharel reviewed the cost to NACAS for staff work on CCBO items.
• It was concluded that NACAS benefits financially from the relationship with CCBO; and that if we don’t continue the relationship, we would need to consider how to replace the net revenue gain as well as the subsidization of about $40,000 of labor costs.
• Discussion was held on CCBO being a revenue generator versus time freed up by NACAS staff.
• Discussion was held relating to other benefits that NACAS enjoys with the relationship with CCBO (membership lists, etc.)
• The NACAS Board is interested in pursuing the relationship with CCBO and will do further research.
• Ms. Le Gros will contact CCBO president, Jami Van Ess this summer and discuss the relationship between NACAS and CCBO. NACAS may have to submit a RFP.
• CCBO recently rebranded, has a new logo, and will launch a new database during their annual conference in September.

M/S/P Reynolds/Bradie “to pursue in continuing the relationship with CCBO and do further research on this.”

Action items:
- Mr. Redwine to bring the request to the Education Foundation to fund a community college member scholarship.
- The NACAS National Office to share the community college survey results with the national Annual Conference Committee, Regional Conference Planning teams and the Professional Development Committee to consider the priority of community colleges in building their educational opportunities.
- Ms. Pokharel to add “offer a first-timer member rate for the National Conference to encourage diversification of our attendees” to the next Finance Committee agenda.
- Ms. Mower to research the going rate for management fees for an association like CCBO.
- President Le Gros to schedule a call with the CCBO president.
- This topic to be added to the October agenda.

The meeting suspended at 5:12 p.m. on Thursday, July 23rd.

Friday, July 24, 2015
The meeting reconvened at 8:30 a.m. on Friday, July 24th. The group reflected on the previous day and the agenda. It was agreed to move the Education Foundation Update to after the NACAS Organization Structure Review Task Force recommendation.

9. Treasurer’s Report
- Mr. Garcia reviewed the June 30th financials. The change is net assets currently is $197,265.
- Mr. Garcia gave a PowerPoint presentation on the financials. He gave a recap of 2014, presented the highlights and challenges for 2015 with a projection of where we will end at December 31st, as well as an overview of the 2016 budget proposal.
- The 2016 budget proposal includes an average of a 6% rate increase over all FTE categories in institutional dues and increasing business partner dues from $900 to $950. Mr. Welty reported that the NACAS National Office looked at where NACAS dues were in comparison to other sister organizations as well as research that ASAE provided on business partner dues. The recommendation from ASAE was yearly 2-5% increases after a large increase (such as what NACAS did last year.) The value that NACAS gives to business partners compared to what other associations provide was looked at as well. Business partner dues are included in the exhibitor fees. Approximately 20% of our business partners do not exhibit at the Annual Conference.
- A $10,000 line item was added for bad debts in 2015 that address bad debts that have been carried forward since 2012. A bad debt number will need to be budgeted for 2016 as well.
- NACAS is looking at a projected loss of $140,198 in 2015 with end of year net assets of $495,517 (due to approved CEO search costs - $100,000 and an approved overage for the database.)
• Cash flow needs impacts our ability to follow our investment policy and NACAS is switching membership dues payments to an anniversary cycle, which will also have a cash flow impact.
• NACAS is to have $250,000 in reserves, which currently sits in the same bank account as other NACAS funds.
• Discussion was held on Sponsorship and Corporate Connections revenue for the 2015 and 2016 Annual Conferences since there is question if we would reach those amounts. The budget needs to reflect what we expect to reach.
• A new sponsor is needed for the professional development webinars to replace the relationship with CardSmith that ended in 2014.
• The Finance Committee will continue to work on the 2016 budget and report back to the board for approval prior to presenting to the membership.

10. NACAS Organization Structure Review Task Force Recommendation
• Ms. Kwaterski reviewed the task force report with the Board that was included in the board materials. The task force recommends the following:
  o NACAS and the regions be changed to one 501(c)6.
  o The NACAS Education Foundation to continue as a 501(c)3.
  o The regional breakdown to stay the same, but suggest that the Canadian Committee review the options of having their own region, staying the same or possibly breaking up the country into three regions: West, Central and East.
  o NACAS to no longer pay regional dues back to the regions but use these funds to increase and improve services to the regions.
  o The NACAS National Office have a dedicated position for membership coordination and development.

• The task force recommendations also includes that NACAS should have a centralized accounting system which can be accessed by the regional treasurers. The NACAS National Office could pay bills, transfer funds and complete transactions for the regions. The regional treasurers could have a NACAS credit card and run reports when needed. Ms. Mower stated that there is not currently enough staff to support this additional work in the NACAS National Office.
• It was suggested that the NACAS National Office accept liability insurance costs for the regions instead of taking the regional dues ($15 per institution.).
• The decision for the regional dues to be kept by the NACAS National Office to increase and improve the services to the regions is being deferred until the task force gets further information.
• Discussion was held if national and the regions become one organization; how this would impact what the regions do and what the NACAS National Office staff does. There could be more efficiency with moving funds among accounts instead of sending checks to the regions for conference fees.
• Discussion was held whether sponsorship funds should be run through the Education Foundation. Per Mr. Welty, this could change the branding of NACAS.
• The Board endorses and supports the decision to become one organization (that includes the regions, not the Education Foundation.) This could happen after the relationship is defined with the Education Foundation (i.e., clarifying/confirming the charitable status options.)
• After the task force makes further determinations, Ms. Mower will look into the implications of having a dedicated position in the NACAS National Office.

Action items:
  ➢ Ms. Kwaterski to schedule a call with attorney Jeff Leiter and the entire Board for determining next steps on becoming one organization. This call would be in addition to the monthly board call. A list of additional questions will be drafted in advance of this call
  ➢ The current task force to continue and outline the steps needed to move forward. Jared Ceja to be added to the NACAS Organization Structure Task Force as a non-voting member until he becomes a part of the Board as the West representative. When Ms.
Kwaterski goes off of the Board in November, Ms. Le Gros will become part of the task force as the new past president.

- Ms. Kwaterski to provide an outline on next steps at the October board meeting.
- Ms. Kwaterski to schedule a call between attorney Jeff Leiter, Mr. Redwine, the regional presidents and herself to discuss scholarships, lobbying and raising funds (and any other questions/concerns that the regions might have, after the board receives/reviews the list of next steps.

M/S/P Kwaterski/Garcia “to advance the concept of pursuing NACAS and the regions legally becoming one organization by asking the task force to continue, to determine next steps, a communication plan and a timeline.”

M/S/P Kwaterski/Redwine “to endorse and support the recommendation of the task force to keep the regional breakdown the same and ask the Canadian Committee to consider the option of having their own region, staying with the same structure or possibly breaking into three regions: West, Central and East.”

M/S/P Reynolds/Markley “to appoint Mr. Redwine and Ms. Reynolds to work with the NACAS Education Foundation to clarify the relationship and update legal documents.”

M/S/P Kwaterski/Mills “to refer to the NACAS National Office to address having a dedicated position in the NACAS National Office for membership coordination and development once the task force has determined the next steps.”

11. Education Foundation Update

- The role of the Education Foundation president on the NACAS Board was discussed. This is a voting position on the NACAS Board and the NACAS Board president elect has the same voting rights on the Education Foundation Board. Both will report during the NACAS Board meetings.
- Ms. Mower presented on the common elements in a Memorandum of Understanding to include purpose, roles and responsibilities, meetings and reporting, disclaimers, risk sharing, termination or amendments and authorized signatures. This was also presented to the NACAS Education Foundation Board of Directors. Foundation president, Frank Mumford will send Ms. Mower a sample MOU.
- Mr. Redwine reported on the Education Foundation funding requests: database, needs assessment, board retreat & leadership building and the emerging professionals program at the Annual Conference. Two of the requests were supported by the Education Foundation: the needs assessment ($15,000) and the emerging professionals programs ($3,000).

12. New BOD orientation

- Discussion was held about holding a face-to-face orientation meeting at the NACAS National Office for new board members. The Policy Manual section 219 states “It is the policy of the Association that all new Board of Director members receive an orientation to the Board and the Association for the purpose of supporting their board designated responsibilities.”

Action item:
- The NACAS National Office will contact the new board members to schedule the Board orientation now to be held in Charlottesville soon after the Annual Conference, possibly in November.

- President Le Gros and Mr. Redwine plan to meet with the new board members at the Annual Conference over a breakfast to provide a welcome to the board. As in the past, new board members will be invited to attend the board meetings held at the Annual Conference.

13. Board Development
• The board development plan and assessment documents were included in the board materials.
• President Le Gros suggested putting the planned board development day after the Annual Conference on hold because the Education Foundation was unable to support the financial request and the projected deficit for NACAS this year.
• Mr. Redwine suggested that this be part of the board meeting following the February LTM while the Board is already meeting face-to-face. There would be an expense of approximately $2,000 for an assessment tool. This would either replace part of the agenda for the board meeting or be in addition to the board meeting, which would result in extra hotel room nights (additional $8,000 – 10,000.)

Action item:
- The NACAS National Office will confirm hotel rooms for board members to not include additional nights in San Antonio, following the Annual Conference.
- Mr. Redwine will consider/make a recommendation in November regarding the board development exercise leading up to and including time at the board meeting at February LTM.

14. Leadership Team Meetings
- The November, 2015 and February, 2016 LTM details are:
  - November 2015 Meeting at Annual Conference in San Antonio
    - Sunday, November 1st 8:00 – 10:30 am
  - February 2016 Meeting – Embassy Suites Las Vegas
    - February 16-20, 2016

- President Le Gros asked the Board to put these dates on their calendars.
- President Le Gros reminded the Board about the plan to have Committee Chairs report on their draft 3-5 year plans at the November LTM, to share/discuss, so that the plans could be amended and finalized by December 15th.

15. Board and Committee Nominations
- Ms. Kwaterski reported that the Nominating Committee has met and there is not yet a full slate. The goal is to have this in August to give the membership a 30-day notice.
- However, she did note that David Wahr, Owens State Community College from the Central region is being put forth for the vice president position; the West region has appointed Jared Ceja, California State University, Long Beach as the West regional representative; and Ms. Lorelle Davies, Pikes Peak Community College as the Colorado Springs 2017 Annual Conference Committee chair. Ms. Kwaterski is hoping to finalize the last position, the Chair of the 2018 (50th Anniversary year) Annual Conference Committee shortly.

Committee Vacancies
- Mr. Redwine noted that Tony Lynch is completing his three-year term as the Business Partner Committee chair (the only vacancy this year for committee chairs.) Filling this vacancy will be put on hold until the new Director and CEO are in place, so that the role of the committee can be clarified (and the need for the committee reviewed.)
- There are 23 expiring committee positions. Mr. Redwine has received six self-nominations and is waiting on the regions to put forth names to fill the vacancies.

16. Overview of Tour of Indianapolis Properties
- 4:00 p.m. - the Board and staff toured the 2016 conference sites, the Indiana Convention Center and The JW Marriott.
- Mr. Redwine left the Board meeting at this time and wasn’t able to return for Saturday.

Saturday, July 25, 2015
The meeting reconvened at 8:32 am. The previous days’ actions and discussions were reviewed and reflected upon. The following actions items and discussion resulted. Agenda items were reviewed and the order slightly amended for the remainder of the meeting.

M/S/P Kwaterski/Reynolds “anyone who has official contact with NACAS’ consultants, such as our attorney, auditor or person we contract with on an hourly basis, must go through the CEO, president or their designee.”

Action item:
- The language in the motion above to be added to the NACAS Policy Manual.
  - Ms. Mower reported that NACAS’ benefits included a long-term disability program, not a short-term disability program. She further mentioned that it was changed due to the discussions with the insurance agent and in consideration of past use or not and benefit to all staff.
  - It was brought to the Board’s attention that according to the overview of committee chair responsibilities language on our website, a NACAS Board member is to be appointed as a liaison to each committee.

Action item:
- Ms. Oakley to research this back seven years and reach out to Frank Mumford to see if he recalls if this was a board action.

M/S/P Garcia/Kwaterski “to ask the NACAS staff to review minutes from the past seven years to see if ever there was a Board liaison appointed to each committee.”

M/S/P Reynolds/Seagren “The CCC chair is the person who represents the Board as the official link on all standing committees. The Board to appointment liaisons to committees when appropriate and appoint a Board member to task forces.”

17. NACAS Policy Manual
- Ms. Kwaterski reviewed the proposed changes to the NACAS Policy Manual since this document was revised in May, 2015.
- There were changes to section #104 & #105 on dues and dues billing.
- A new section was added - #109 Privacy Policy.
- Bullets D & E were added to section #403 Benefits - CEO regarding sick and vacation leave for the CEO. The CEO is to send an email to the NACAS president when he or she is taking sick leave or requesting vacation and copy the COO.
- Section #404 Leave Policy – paternity leave was added and the sentence “The CEO may extend this leave up to one year.” was removed.
- Section #408 Health/Dental/Short Term Disability/Life Insurance for Staff - changed short-term disability to long-term disability.
- Discussion was held on the current life insurance program, and the variable costs for coverage. Ms. Mower will bring back to the Board, cost options to consider if we lowered the current amount of insurance offered.
- Section #503 Workshops – Cancellations – remove “only” and strike the additional sentence regarding flights.
- Section #701 Committee Chair Council – removed “monthly” since the CCC is no longer meeting monthly.
- Section # 702 Committee Guidelines – Appointment, Length of Service, Regional Representation – added “in order to provide a preliminary slate of officers to the Board at the Summer Board meeting.” Under the Nominations Calendar Regulations.

M/S/P Reynolds/Markley “to accept the new policy section #109 Privacy Policy.”
M/S/P Garcia/Mills “to add two bullets D & E in section #403 Benefits – CEO.”

M/S/P Reynolds/Mills “to accept the other minor changes presented and as discussed in the NACAS Policy Manual.”

The new NACAS Travel and Expense Reimbursement Policy was presented.

- The per diems for meals need to be in alignment with the federal government rates which are based on zip code of the destination.
- Reimbursement of alcoholic beverage purchases is outlined.

M/S/P Sirinek/Mills “to adopt the NACAS Travel and Expense Reimbursement Policy and move this into the NACAS Policy Manual.”

Action item:
- The NACAS National Office to update the Travel Expense Request form to align with the approved policy.

18. NACAS Board & Regional Presidents Joint Meetings

- The past few years, the regional executive committee and the NACAS executive committee have met during the Annual Conference. In 2014, the Board met with the regional presidents in the summer, during the Annual Conference and then again at the 2015 LTM. Discussion was held if both of these meetings are needed.
- The Board also plans to meet with the regional presidents at the LTM in February.

Action items:
- The NACAS National Office to change the 2015 Annual Conference schedule of events to change the Regional Board & Executive Committee Joint Meeting to Regional Presidents and NACAS Board of Directors Meeting.”
- President Le Gros to follow up with the regional presidents on the date and time for this meeting which is Saturday, October 31st, 9:00 – 11:00 am.
- Ms. Oakley to post the 2015 Annual Conference schedule of events in the NACAS Lounge once this has been updated.

19. 2016 Summer Board Meeting

- Discussion was held about the summer board meeting being held at the following year’s annual conference location and the importance of meeting there versus a more economical location.
  - It was noted that we were at the Broadmoor recently; do we need to have a meeting there prior to the next one as the site is familiar?
- It was suggested that we look at the contract to see if there is an economical reason to go to Colorado Springs for the summer board meeting in 2016.
- The Education Foundation would like for the site visits to be for the upcoming conference to look at venues for the fund raisers (e.g., Texas Hold ‘em, Dine Around, etc.) vs a year and a bit out.
- It was also discussed that there may be value in having the summer board meeting at the location of the conference location that is being negotiated i.e., next year we won’t yet have signed the contract for 2022, so that terms of the contract could still be negotiated, and/or before final decision on location is made.

Action item:
- Ms. Mower to follow up with the Broadmoor in Colorado Springs regarding the contract and costs of the Board meeting there in the summer of 2016.
- Ms. Mower to reach out to David Lord and Jeff Davis on NACAS past conferences that were held at the Broadmoor.
20. Selection of 2020 & 2021 Conference Locations

- Ms. Mower reviewed the specification and contract requirements documents that were sent out to New Orleans, Boston, Washington, DC, Nashville and Phoenix showing what NACAS requires when we are seeking a conference location. She also reviewed the historical information of past NACAS conference locations and attendance.
- Most of the Annual Conferences have been held in the South and West regions (19 each from 1969-2019).
- We have been to 25 unique cities in 51 years and are committed to holding the Annual Conference in Canada every 10 years.
- Discussion was held on popular locations being in higher attendance and profitability.
- Mr. Welty noted that 40% of NACAS members have never attended a NACAS conference.
- It was suggested that we reach out to our sister associations and see where their top four most attended conference locations were.
- Discussion was held on the need to look at new locations and repeat popular locations that are profitable. We need to use three repeat locations that have had high attendance before going to a new location.
- Ms. Mower reported that The Gaylord has submitted a proposal for Washington, DC for the 2020 conference and Nashville, TN for 2021 as a package. There are over 300 schools in the DC area.
- The Board decided to not proceed with the package as both locations are new, but to look at other previously successful locations. However, DC is a possibility for the future.

Action items:

- Ms. Mower to add a column for “cost per attendee” to the association to the NACAS Annual Conference Historical Information: Attendance & Locations” document for the past five years, as well as look at high attended conferences, food costs and the number of schools in a 250 mile radius.
- Ms. Mower to look at Las Vegas, San Diego, and Anaheim (and/or other high attendance locations) for 2020, 2021 and 2022 and come back to the Board with this information at the October meeting.

21. Annual Conference Updates

- Ms. Mower noted that NACAS is continuing to work on sponsorships for the 2015 conference.

Action item:

- The NACAS staff will begin sending Annual Conference reports in two weeks.

- The 2016 Program & Host Committees have met in Indianapolis to begin planning the conference.
- Chair, Cheryl Crouch sent the following suggested changes to the Board for consideration:

1. Brand the conference with a consistent logo that makes it recognizable to all that is the NACAS Annual Conference logo. The only thing that will change year to year is the location and the year of the conference.
   - Mr. Welty gave a PowerPoint presentation and noted that 35-40% of attendees are new to NACAS, 10% of first timers return the next year, 5-7% of first timers return a 3rd year and at this point they become long-term attendees.
   - It is expensive to create a new conference logo each year and consistency on branding reduces cost to the Association.
   - The 2016 conference committee wants a consistent logo built around our promise of networking and innovation. Two proposed logos were presented to the Board.
o Mr. Welty noted that the conference needs to build an identity, but use the NACAS colors and name.
o Ms. Reynolds noted that we need to be consistent with the branding with the swirl and The Connections That Count.
o The Board liked the strategy of a consistent logo and no longer use logos that are based on location.
o Discussion was held on whether the regions should follow what national does on their conference logos.

2. Eliminate the regional breakfast on Mondays and replace with regional dinners on Sunday evening followed by regional reception. This does not eliminate the national reception that is held on that same evening. Dinners will be from 7:00 – 9:00 pm.
o Ms. Reynolds suggested that Ms. Crouch reach out to the regional presidents to get their advice on this and if they are willing to supplement the costs of a dinner versus a breakfast. However, Mr. Mills stated that too much business was conducted at the breakfasts to eliminate them.
o It was also mentioned that an evening reception conflicted with business partners who usually take members out to dinner on Sunday and Monday evenings to network. This would take away from the regional dinner attendance on Sunday night.
o It was suggested that the committee come up with another idea for first timers for Sunday night. Mentors could encourage first timers to come to the regional evening receptions.

3. Eliminate or shorten the Leadership Team Meeting at the Annual Conference so that a preconference workshop could be offered. If the LTM cannot be eliminated, the committee suggested reducing the time allotted so attendees can attend the workshop, if they desire.
o This needs to be more of a productive meeting instead of long introductions. President Le Gros noted that two hours is enough time for this meeting. It was agreed to start the meeting at 8:30 am.
o It was felt that the pre-con workshop could be offered, whether or not the LTM was held at the same time.

• There is a campus tour listed on Saturday from 1:30 – 4:30 pm which conflicts with Canada Day, the golf tournament and the CASP prep course.

Action items:
➢ Based on feedback today, Mr. Welty to make changes to the proposed logo and present again to the Board.
➢ Mr. Welty to relay the proposed 2016 Annual Conference Saturday schedule to the Canadian Committee.

22. Sister Associations Reports (moved to August agenda)
CHEMA Meetings
2015 CHEMA Fall Meeting
December 2–4, 2015
Tucson, AZ

2016 CHEMA Spring Meeting
May 31–June 3, 2016
Minneapolis, MN

23. Proposed 2016 NACAS Board Calendar (moved to August agenda)

24. Other Business
M/S/P Kwaterski/Markley “to go into Executive Session at 11:24 am to approve the full Executive Session Minutes that were previously circulated and to discuss personnel matters.”
M/S Seagren/Kwaterski “to release the following motions from Executive Session and be read into the regular NACAS Board minutes.” Carried Unanimously.

Mar 18, 2015
M/S Markley/ North “to provide our CEO, Ron Campbell 1.5 % COL increase from Oct 1 2013 – Feb 28, 2014, then another 1.5 COL increase from Mar 1 2014 – on.” 7 yes, 2 opposed. Carried.

Apr 6, 2015
M/S Looney/Mills “to accept the recommendation of the Executive Committee, and not renew contract with CEO Ron Campbell.” Carried unanimously (by those present.)

Apr 16, 2015
M/S Reynolds/Bradie “that Eleanor Mower will be asked to be interim CEO for the period when Ron Campbell leaves and a new CEO is appointed, and will be offered a 10% salary increase for the duration.” Carried unanimously.

Apr 29, 2015
M/S North/Kwaterski “to authorize the signing of the Phoenix hotel contract.” Carried unanimously.

M/S Kwaterski/Seagren “to come out of Executive Session.” 11:44 AM. Carried.

25. Adjourn
M/S Sirinek/Markley “to adjourn the meeting.” 11:44 AM

Respectfully submitted,

Eleanor Mower
Interim CEO

Marcia Oakley
Executive Assistant

**Future Meetings**

- August 26, 2015 (Wednesday) – 2016 final budget review, 2015 annual conference reports, revised PD Committee mandate, sister association reports, proposed 2016 board calendar
- September 30, 2015 (Wednesday) – 2016 LTM planning, NACAS performance dashboard
- October 30, 2015 (Friday) - (all day meeting in San Antonio) 8 am - 5 pm. - quarterly financial statements, 2015 Action Plan updates, 2016 budget approval, CCBO decision
- October 31, 2015 (Saturday) - joint meeting with Regional Presidents
- November 4, 2015 (Wednesday) - (post-conference meeting in San Antonio) 7 - 8 am,
- December 9, 2015 (Wednesday) – 2015 budget projections, 2016 LTM schedule of events

(Note: quarterly financial statements to be provided in January, April, July and October)

**College Services Magazine**

Themes
- Fall 2015 – Conference Edition
- Winter 2015 – Leadership
- Spring 2016 – Sustainability
- Summer 2016 - Compliance
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<td><strong>NACAS 47th Annual Conference</strong></td>
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<td><strong>CCBO 36th Annual International Conference</strong></td>
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