President Le Gros called the meeting to order at 3:04 pm.

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

2. Approval of May 18, 2015 Minutes
   M/S/P Reynolds/North “to approve the May 18, 2015 minutes as presented, including the executive session minutes provided separately.”

3. NACAS National Office Update
   - Ms. Mower reported that Mr. Markley, chair of the CEO Search Committee and Mark Hall from The Spelman & Johnson Group met with the NACAS staff this week at the national office.
   - Ms. Mower, Mr. Welty and conference and events manager, Ashley Vercellone recently returned from a 2 ½ day site visit in Indianapolis for the 2016 annual conference.
   - Ms. Mower, Mr. Welty and Ms. Pokharel attended the NACAS Finance Committee meeting in San Diego on May 30th to work on preparing the 2016 NACAS budget.
   - Ms. Mower reported that director of professional development, Dianne Hamilton resigned on June 16th. The position will be posted soon and Ms. Mower will be looking to secure a consultant to come in and work with the staff in this area.
   - The Senior Executive Institute has been cancelled due to low registration. The Follett Higher Education Group has agreed to sponsor the event next year.
   - Ms. Mower noted that we do not have a policy on cancelled flights that have been made by registrants and NACAS cancels an event. She will look into the risk that this could be for NACAS.
   - There are 157 people registered for the annual conference and over 50% of our hotel rooms are booked. We have $508,000 in exhibit sales, passing the target of $401,000. Corporate sponsorships total $133,500. The target is $250,000 plus an additional $75,000 currently in the 2015 budget. The NACAS National Office is working closely with Mr. Markley, Ms. Finn and Mr. Ernst on tapping new business and corporate sponsorships.
   - There are over 100 educational sessions focused on all areas of auxiliary services scheduled for the annual conference. These are posted on the website and we are way ahead of schedule compared to this time last year.
• The pre-conference events are posted on the website.
• Ms. Mower will be bringing forth location recommendations for the 2020 and 2021 annual conferences.
• The plan is to begin reporting on conference attendance and hotel pickup in a couple of weeks.

Old Business
4. Needs Assessment Update
• Ms. Mower reported that the Certification practice analysis will launch on July 15th. Ms. Mower and Mr. Welty have reached out to several consultant groups that specialize in assessment analysis' to assist in developing scope and crafting questions for the survey. They have chosen a consultant that they would like to work with. The plan is to launch the needs assessment survey by the end of July. This group can have all of the results finished by the end of August.
• The steering group for the needs assessment includes Ms. Reynolds, Mr. Looney and Mr. Seagren from the board, Alex Posivenko and Jill Wiegert from the Membership Committee, Julie Payne-Kirchmeier from the Communication Services Committee, and Ms. Mower and Mr. Welty.
• Ms. Mower is reviewing the proposal from the consultant. It is within the budgeted amount.

5. Foundation Requests
• The requests for the membership needs assessment and database were presented to the Education Foundation board. The Foundation needs to review these further and will make a decision on this during their summer board meeting in July. Both of these projects are underway. If the Foundation decides not to fund these, NACAS would enter a deficit for the year. The database request was $67,000 and the needs assessment was $15,000.
• The board has also identified the following to seek funding for:
  ➢ Study models/recommend for globalization – fund a project – approximately $8,000
    • President Le Gros has been discussing this with Ricoh and we may not need to seek funding for this from the Foundation.
  ➢ Repository of information/archives – approximately $30,000 - $50,000
    • This has been floated to the Foundation as a big ticket item for the 50th anniversary to use as a fund raising campaign.
  ➢ Summit of Leaders – approximately $30,000 - $50,000
    • This has been floated to the Foundation as a big ticket item for the 50th anniversary to use as a fund raising campaign.
  ➢ Emerging professionals – approximately $3,000
    • The Foundation has indicated that it would support this event, however, a formal request has not come forward yet.
  ➢ Board development retreat – approximately $10,000
    • Year one of a three year program for board development. This would be an additional day following the Annual Conference so there would not be additional room night costs.

M/S/P Garcia/Kwaterski “to request $13,000 from the NACAS Education Foundation to fund the Emerging Professionals event and the Board Development Retreat.”

Action items:
➢ Ms. Mower to draft a formal request for the NACAS President to submit to the Education Foundation for funding of the Emerging Professionals event to be held at the Annual Conference, as well as the Board Development Retreat following the Annual Conference.
➢ Ms. Mower to check room availability at the Grand Hyatt San Antonio for the board development retreat to include an additional night for approximately 25 people.

6. 50th Anniversary Committee Update
• Ms. Kwaterski reported that past president, Ron Martel, will chair the 50th Anniversary Committee and Mr. Welty will be the staff liaison. The list of committee members presented at the last meeting was reviewed.

• In addition to appointing a 2017 conference chair this year, the membership will also appoint a 2018 conference chair so that this person can be on board with the planning for the 50th anniversary.

New Business

7. 2015 CHEMA Spring Meeting Report
• Mr. Redwine reported that the CHEMA meeting in Baltimore was successful. There was positive feedback from the sister association CEOs and executive directors on supporting NACAS as we move forward with our CEO search.

8. Regional Conferences Overview
• President Le Gros gave a brief summary of her attendance at the West, East and Central regional conferences. She also attended the CAUBO conference in Canada where she facilitated one of the conference programs on “the Relevance of Ancillary Services”. Ed Kane, Canadian Committee Chair facilitated the second conference program on Bookstores. CAUBO wants them to present both a pre-conference and a general session at their conference in 2016.

9. NACAS TV
• Mr. Welty shared the proposal that he presented during the Finance Committee meeting in May. It is also posted in the Lounge. The pay per view model is not working for NACAS. Naylor came back with an addendum to the contract. The new heavily sponsorship driven model is based on the content being free for our members which is a new member benefit. There will be a small charge for non-members.

• NACAS shouldered 50% of the financial risk in the old model which currently has us looking at an approximate $10,000 loss. If we don’t stop this project now, we are looking at an approximate loss of $24,000. In the new model, Naylor takes all of the financial risks and there is no cost to NACAS.

• Naylor agrees to share 20% of the collected advertising revenue for all advertising and sponsorship revenues over $100,000 annually. In the event the Association sells advertising or sponsorship tied to the video program, the Association agrees to share 25% of the revenue with Naylor.

• Naylor agrees to provide a minimum of six conference sessions with a virtual pass for viewership, four episodes per year produced quarterly and one conference recap video. This recap video would be designed as a marketing piece for the following year.

• If sponsorships exceed $30,000, Naylor will add one additional recorded conference educational session for each additional $5,000 of total revenue. The sponsorship interest has been really high for NACAS tv. There is a strong interest now among our members for the free videos. This is an opportunity to engage members who have not been active, recruit new members and for those who are unable to attend conferences. We are expecting $14,000 in sponsorship revenue.

• We are in the first year of a three year contract. Board action is not needed to move forward with signing the addendum.

• The Communication Services Committee currently works with NACAS tv. They will work on a plan to make this traffic driven.

10. Task Force Final Reports
• The Community College Task Force recommendation will be on the July agenda.

• Mr. Bradie reported that the findings and recommendations from the Inclusive Excellence (IE) Task Force were included in the board materials.
• The question is how to move forward with inclusive excellence and make use of the IE toolkit. We need to expand who looks at the toolkit. It was recommended that we conduct an exercise at the 2016 Leadership Team Meeting (LTM) using the IE Toolkit. The survey would be issued to LTM invitees prior to the meeting and discuss the tabulated results at the LTM to come up with a strategy and guidelines. The survey, in part, would then be sent out to the entire membership.
• The task force believes that we need to form an Inclusive Excellence Committee to ensure that there is a strategy to move forward. The committee needs to be very diverse and engaged. Those on the committee need to feel passionate about this subject and not restricted to filling regional vacancies.
• It was asked if we have a set of guidelines that articulate a path forward to measure against. The IE toolkit survey instrument puts us on that path.
• The decision on the recommendations will be made during the summer board meeting.

11. Finance Committee Update
• Mr. Garcia reported that the Finance Committee met in San Diego on May 30th to work on the 2016 budget. As part of the 2016 budget preparation, the committee needs to forecast 2015, and 2015 is not looking good. Part of this is due to the Institutes being cancelled, as well as added expenses for the new CEO search, which are approximately $100,000. It is forecasted that the Association will be in an $118,000 deficit for 2015. However, our reserves are in good shape.

Mr. Garcia also reported on two items submitted by the Membership Committee, and also indicated that the Finance Committee supported these proposals: 1) A review of the membership dues cycle; and, 2) A request to pursue research and then come back to the Board with a recommendation for a new dues model. The following information was shared:

The Membership Committee recommends changing the NACAS membership billing cycle to move to an anniversary billing date to ensure that members receive equal benefits at an equal cost and to remove financial barriers from joining NACAS at certain times of the year. This would improve cash flow and invoices would need to be sent out monthly. The negative is that we would not be able to compare membership numbers to historical information. Also current members could move their anniversary date.

The following information on the current dues cycle was shared:

Membership Dues Cycle:
- NACAS has had an overall declining membership for the last 20 years.
- NACAS has an average retention rate of 94% over the last five years.
- Institutional membership dues have not been increased since membership cycle 2012-2013.
- The Membership Committee looked at the trends of our sister CHEMA associations that have institutional memberships. They have seen mostly a flat or declining membership in the last few years.

The following proposal regarding Membership Dues Model presented:
- NACAS Membership Committee investigate membership dues structure trends.
- NACAS Membership Committee conduct a membership needs survey that will include questions pertaining to preferred membership options.
- NACAS Membership Committee research NACAS membership penetration nationally and globally.
- NACAS Membership Committee conduct a membership cost analysis.
- Propose that this research process be completed and any updates be presented to the NACAS membership at the 2016 Annual Conference for approval.
• The Board agreed that the Membership Committee should do research and come back with a proposal to the NACAS board in July 2016 for a new membership dues model. Board action is not required for this.

• It was noted that the new database would allow for a notice to pop up when a membership has lapsed to allow a member to pay at that time.

M/S/P Garcia/Sirinek “to move the membership billing cycle to an anniversary billing date.”

NACAS 2014 Audit & 990 Form

• Ms. Pokharel reported that the auditors were new this year and overall did a good job. They recommended to not file a 990T for unrelated business income as we have in the past for royalty revenues received through Naylor, but to file a 990 instead.

• We are expecting an unqualified opinion on the audit. A letter will be drafted to the board of directors. After the Board approves the audit, we will sign the representation letter and the final audit report will be submitted to us, as well as a management letter.

M/S/P Garcia/Kwaterski “to accept the NACAS 2014 Audit & 990 Form.”

12. CEO Search

• The contract was negotiated with The Spelman & Johnson Group in context of the approval at the last board meeting.

• Ms. Kwaterski, Mr. Markley and Ms. Mower worked on updating and clarifying the CEO job description.

M/S/P Kwaterski/Bradie “to approve the revised CEO job description.”

• Mr. Markley reported that the position announcement has been drafted to include information about NACAS. This was reviewed by the Search Committee.

M/S/P Redwine/Garcia “to approve the CEO position announcement.”

• Mr. Markley reviewed the timeline for the search with the Board. The goal is to recommend the finalist to the Board for approval at the September 30th conference call. This will allow for the new CEO to be able to attend the 2014 conference in San Antonio.

• The position announcement will be placed in 50-60 places and there will be a link on the NACAS website for members to provide comments or questions regarding the search.

• Spelman & Johnson will be reaching out to key stakeholders: business partners, the regional presidents, CCBO Board of Directors, the Education Foundation, staff and others for feedback.

• First round airport interviews will be held in Chicago the week of August 10th to narrow down the candidate pool. The next step will be to narrow down to a couple of finalists for a final interview process in Charlottesville after the CCBO Annual Conference in September.

• Mr. Garcia researched higher education association CEO salary ranges. He recommended that the salary range be $150,000 - $155,000 to be competitive with other associations.

M/S/P North/Bradie “to list the CEO salary range at approximately $150,000 commensurate with experience.”

• Mr. Garcia presented the CEO search budget totaling $100,000.

M/S/P Reynolds/Redwine “to approve the CEO search budget of $100,000.”

13. Summer Board Meeting Agenda Items
• The board members were asked to review the agenda items that were included in the board materials and email President Le Gros in the next week if there is anything missing.

14. Executive Session
• This item was deferred to the July meeting.
• Approval of full minutes of previous Executive Sessions
  o Separate attachments

Other Business
• There was no new business.
**M/S North/Garcia to adjourn at 5:08 pm.**

Respectfully submitted,

Eleanor Mower
COO

Marcia Oakley
Executive Assistant

**Future Meetings**

**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,

**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)

**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