NACAS BOD Meeting Minutes  
April 3, 2017

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<th>Name</th>
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<tr>
<td>Diane Reynolds</td>
<td>President</td>
<td>Kelsey Harmon Finn</td>
<td>CEO</td>
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<tr>
<td>David Wahr</td>
<td>President Elect</td>
<td>Marcia Oakley</td>
<td>Executive Assistant</td>
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<td>Mike Ellis</td>
<td>Vice President</td>
<td>Chris Dastoli</td>
<td>Director of Finance</td>
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<td>Carlos Garcia</td>
<td>Treasurer</td>
<td>Ashley Vercellone</td>
<td>Dir. of Conf. &amp; Events</td>
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<td>Bill Redwine</td>
<td>Past President</td>
<td>Hans Weichhart</td>
<td>Dir. of Administration</td>
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<td>Scott Seagren</td>
<td>Central Rep</td>
<td>Lillian De Lisle</td>
<td>Dir. of Professional Dev.</td>
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<td>Peter North</td>
<td>East Rep</td>
<td>Kennedy Turner</td>
<td>Dir. of Business Dev.</td>
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<td>Connie Davis</td>
<td>South Rep</td>
<td>DJ Pepito</td>
<td>Dir. of NACAS Research</td>
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<td>Jared Ceja</td>
<td>West Rep</td>
<td>Corey Salem</td>
<td>Dir. of Member Engagement</td>
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<td>David Looney</td>
<td>Member at Large</td>
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<td>Gheretta Harris</td>
<td>Member at Large</td>
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<td>Matt Sirinek</td>
<td>EF President</td>
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Call to Order
- President Reynolds called the meeting to order at 2:03 p.m.

Approval of March 8, 2017 Minutes
M/S/P North/Harris “to approve the March 8, 2017 minutes as presented.”

Strategic Issues
Focus of Upcoming Vacant At-Large Position
- Discussion was held on the focus of the upcoming vacant At-large board position. The group noted that certification continues to be an important topic and the person who fills this position should be CASP certified. The nomination should come from the Certification Commission or past CASP subject matter experts.

NACAS Strategic Long-Range Plan
- Ms. Finn reviewed the proposed changes to the long-range plan based on feedback from the board in March.
- It was agreed upon to change part of the language on Our Big Goal to “contribute to institutional efforts on controlling the costs of higher education.”
- A suggestion was made to hold a WebEx conference call with Leadership Team Meeting participants to review the updated plan.

M/S/P Garcia/ North “to approve the NACAS Strategic Long-Range Plan as amended to the core purpose, the core value of inclusiveness and our big goal.”

NACAS Rebrand Update
- Ms. Finn gave an update on the NACAS rebrand and what will be showcased at the NACAS South regional conference this month.
- The C3X launch has been positive and registration is open (31 full registrations to date.)
• East plans to change their branding on their 2018 regional conference. The other three regions will wait until after the C3X is over to decide.

Review & Adjustment of Strategy

Treasurer’s Report
• Mr. Garcia reviewed the January/February financials and noted that the professional development budget has been surpassed.
• The Finance Committee meets this week in Charlottesville to begin the 2018 budget process.
• Ms. Finn noted that the partnership with Solutions5 was profitable.

CCC Quarterly Report
• Mr. Ellis noted that the first CCC quarterly report was included in the board materials. This document will highlight the activities of the committees.
• Committee budget requests were due March 31st.

Policy Determination: Public & Operational

Committee Guidelines/Terms
• Mr. Wahr reported that the Awards Committee and the Canadian Committee are out of sync and have a complete turnover every three years. However, a few members of each of these two committees have agreed to stay on for additional years.
• Discussion was held regarding looking at other committees to prevent this in the future.

M/S/P Wahr/Garcia “to allow the extension of terms for two years for three members of both the Awards and Canadian Committees. At the end of the extended terms, the replacing members will be appointed to standard three-year terms.”

Routine Board Business

Certification Commission Update
• Ms. De Lisle gave an update on the Certification Commission. Comira, the testing service that NACAS has used since 2011 has been acquired by a larger company and prices are increasing significantly. The current contract between NACAS and Comira ends in August. An RFP bid process will go out this week. A decision is scheduled to be made by the end of June and presented to the board for approval at the summer meeting. To be included is the option to respond on any exam development services that the company would provide.

National Office Update
• Ms. Finn reported that Candice Woodson has accepted another position and will be leaving NACAS. Discussions will be held on repurposing this position in the office.
• The NACAS research team has been putting together an advisory group and will meet in the coming weeks.
• The Institute for Managers (IFM) will be held immediately prior to the South Regional Conference this month and there are 42 people registered. The Senior Executive Institute (SEI) will be held in July in New Brunswick, NJ and there are 13 people registered.
• The recent C3X site visit at The Broadmoor was a huge success.
• Ms. Finn and Mr. Turner hosted a NACAS Happy Hour in Phoenix last week with business partners and institutional members.
• Mr. Salem reported that as of March 31\textsuperscript{st}, NACAS has 703 institutional members. New members are being recruited each month (14 new members in 2017.) Renewal season opened April 1\textsuperscript{st} and payments are coming in. A new monthly membership newsletter, “NACASTODAY” was launched in March. This will feature highlights of a NACAS individual and how they enrich the student experience on their campus, spotlight a staff member, and membership benefits that set us apart from other associations. A large group of prospects will be offered executive memberships in May as part of member recruitment.
• Ms. Finn held individual calls with the regional presidents.

Regional Affiliation Agreement
• Mr. Redwine noted that the regional affiliation agreement has been updated and condensed into a shorter document with simpler language. This will be presented to the Organizational Structure Review Task Force this week.

Education Foundation Update
• Mr. Sirinek gave an update on the Campaign for the Future.
• Infographics have been created to help tell the NACAS story and where funds are being used.
• Updates were given on award funding and conference fundraisers.

CCBO Update
• Mr. Weichhart gave an update on CCBO and reported that all board positions that were recently vacated have been filled.
• CCBO annual conference registration is open. The CCBO conference will be held September 23-26 in New Orleans.
• A two-year sponsorship deal has been signed with Forecast5 Analytics, a data driven software company to partner on webinars and the Leadership Academy.
• The CCBO database was switched over to MemberNation.

M/S/P Sirinek/North “to adjourn the meeting at 3:04 pm.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant