NACAS Summer BOD Meeting Minutes  
August 3-5, 2016  
Gaylord Opryland Resort & Convention Center  
Nashville, TN

Wednesday, August 3, 2016, 3:00pm – 5:30pm

1. Call to Order
   • President Redwine called the meeting to order at 3:02 p.m.

2. Approval of June 22, 2016 Minutes
   M/S/P Garcia/Ceja “to approve the June 22, 2016 minutes as presented.”

3. NACAS National Office Updates
   • Ms. Finn gave an update on the new staff in the NACAS National Office including Kennedy Turner, director of business development, Beatrice “Esi” Yarney, accounting assistant and Ben Blohowiak, incoming web & technology coordinator. Caleb Welty, senior director of marketing and technology announced that he has accepted a new position and will be leaving NACAS.
   • NACAS has received five responses to the rebrand RFP. The firm will be selected in the next couple of weeks and will begin interacting with both the NACAS and Education Foundation boards. Recommendations will be presented at the annual conference board meeting.
   • 2016 Annual Conference update: 185 booths sold (higher than last year) representing 139 companies. Registration is a little behind this time last year.
   • The NACAS dashboard was reviewed.
   • The Senior Executive Institute was a success with 22 participants. Board member, Chris Bradie was one of the speakers.
• Discussion on our purpose & place in the industry was held on who we are and how we
show up.

4. Treasurer’s Report
• Mr. Garcia noted that the NACAS and Education Foundation Finance Committees met prior
to the summer board meeting.
• The 2nd quarter financials and the 2017 budget proposal were reviewed. The budget will be
voted on by the board at the October board meeting and then by the NACAS membership
during the annual business meeting.
• Annual Conference revenue and expense totals reflect an increase in booth price from
$3,000 to $3,750 and an increase in the booth expenses that NACAS will cover in 2017. Ms.
Vercellone noted that carpet, internet and basic electricity will be included in the increased
2017 exhibitor rate.
• Revenue of $150,000 will be included if CCBO decides to continue to have NACAS manage
their association. CCBO will make this decision following the NACAS annual conference on
October 15th. If CCBO decides to not continue with NACAS, the Finance Committee will
need to readjust the budget numbers.
• Mr. Weichhart has been named the new executive director of CCBO, which will allow Ms.
Finn to focus on NACAS. Mr. Weichhart reported on the RFP that was recently submitted to
CCBO.
• Professional Development in 2017 will consist of two institutes, 24 webinars, and a new
online course program and is budgeted to break even.
• Personnel expense reflects a 2.5% salary increase for a full year of the new positions that
were/will be added during 2016.
• The Certification Commission is beginning an assessment of the Certification program.

5. Committee and Task Force Updates
• Mr. Salem reviewed the awards slate and noted that recipients were selected for all
categories.

M/S/P Kwaterski/Mills “to approve the awards slate as presented, pending a background Google
search of all awardees by the NACAS National Office before the Annual Conference.”

• Mr. Wahr reported that the Professional Development Committee has been active
regarding the overtime labor laws and is putting together a webinar on this topic. All
committees have been asked to include inclusive excellence in all of their committees and
strategic plans.
• Ms. Finn reported that the sub-committees of the 50th Anniversary Task Force have been
charged to meet before their September conference call. A small group met to define roles
of the task force and determined that the task force will focus on the program of the 50th
anniversary and the Education Foundation will focus on the campaign for fund raising.
• Mr. Welty noted that the Data Curation Task Force will be meeting soon, as they were
waiting on the implementation of the new database.
6. Education Foundation Update
- Mr. Sirinek reviewed the highlights of the Education Foundation’s 50th anniversary campaign. Both the Education Foundation board and the NACAS board will be involved in building the culture of giving among members. The goal is to secure 450-750 donors during the campaign period (2016 - October 2018) and raise $500,000. NACAS board members are needed to assist in soliciting donations. Business partners and KASA have committed approximately $40,000 toward the campaign to date.
- Discussion was held on posting giving levels so that people will understand expectations and ability to donate.
- The NACAS Board of Directors role is to support the purpose and the “why give” and to support the campaign efforts with direction from the Education Foundation. The Foundation is working on ways that the regions can participate in the campaign.
- Fundraising updates:
  o Over $11,000 was raising during the flip-a-coin events during the regional conferences.
  o The golf tournament planning is going well. Mr. Sirinek asked board members to consider donating giveaways.
  o The duck pin bowling tournament is sold out. Business partners are sponsoring teams for the tournament.
  o Solicitation for silent auction items has begun.
- The Education Foundation will be moving to monthly meetings.
- The Education Foundation will be discussing with the Certification Commission chair to remove the Education Foundation vice president from their committee and begin having the Education Foundation vice president sit on the Committee Chair Council (CCC) calls.

7. Board & Committee Nominations
- Ms. Kwaterski reported that the Nominating Committee puts forth the following slate of officers:
  o VP – Mike Ellis, Colorado State University (West region)
  o Treasurer - Carlos Garcia, University of Colorado- Colorado Springs for a new three-year term
  o At-large - Gheretta Harris, Wright State University
  o South representative, Connie Davis, Southeastern Louisiana University was appointed by the South region

M/S/P Kwaterski/Reynolds “to approve Mike Ellis for vice president, Carlos Garcia for treasurer, and Gheretta Harris for at-large and to put these names forth for membership vote at the annual conference.”

Mr. Garcia abstained from voting.

- Ms. Reynolds reported that all committees have chosen a vice chair and all vacant committee positions have been filled.
Action item:

- Ms. Oakley to post the standing committee and task force spreadsheet in the NACAS Lounge.

8. Community Colleges

- Mr. Ceja reviewed the dues pricing structure and proposal. Mr. Dastoli drafted comparative data on NACAS community college member’s dues which would result in $28,780 less in revenue.
- Discussion was held on possibly freezing the dues amounts of community college in the future or determining the base and reducing it some while continuing to bring in more community college members. Discussion was also held on a community college campaign to bring in new institutions at a discounted fee for a one-year introductory membership.

9. Membership Growth

- Mr. Salem reviewed the current status of NACAS’ membership as of August 2, 2016. There are 738 institutional members and 213 business partner members. Institutional membership renewals are currently at 80% and business partner membership renewals are currently at 60%.
- The Membership Committee and staff have been reaching out to get current members to renew before their membership expired. The board was asked to assist in the outreach. A new renewal campaign will begin in November.
- There will be a new membership budget. Mr. Salem plans to travel to high density pockets in the United States and Canada to recruit new member institutions.
- Mr. Salem is working on improving the prospect list. The West region is putting together a list of potential member institutions and is funding a student to conduct research on these campuses.
- Discussion was held on improving the NACAS member experience, creating conference classes, improving the NACAS Lounge and acknowledging accomplishments of members and/or their institutions.

The meeting suspended at 5:32 p.m. on Wednesday, August 3rd.

Thursday, August 4, 2016, 9:00am – 5:00pm
The meeting reconvened at 9:02 a.m. on Thursday, August 4th.

10. Leadership, Strategy & Governance

- Ms. Finn introduced Jean Frankel, Ideas for Action who gave a presentation entitled “NACAS Strategic Leadership”.
- The group reviewed NACAS’ mission statement, core values and vision and discussed possible changes that could be made.

The meeting suspended at 4:39 p.m. on Thursday, August 4th.
Friday, August 5, 2016, 9:00am – 12:00pm
The meeting reconvened at 9:02 a.m. on Friday, August 5th.

11. Organization Structure Review
- Ms. Kwaterski reported that the regions decided that they will remain their own 501(C)6’s. The National Office Roles vs. Regional Roles working document was reviewed with the board and the regional boards are reviewing this as well.
- The West region decided that they would like the NACAS National Office to begin taking over the day-to-day financial duties for their region which will provide a backup structure for them. The region will still have access to their financials and will determine bills to be paid by National. Mr. Dastoli noted that the regions should have an informal review annually and an audit every three years.
- Mr. Weichhart has been working on making the regional by-laws consistent and created a draft template for each region. Any amendment to the regional by-laws may be proposed and forwarded by any member in writing to the regional president with a copy to the region’s secretary at least 90 days prior to the region’s annual business meeting or special meeting. A majority of the members in attendance will be required to approve any proposed amendment changes.
- Mr. Weichhart noted that the association lawyer noted that “constitution” is outdated and associations only need by-laws. The NACAS National Office’s document is titled “Constitution & By-laws” and would need to be updated. Mr. Weichhart is working on updating the national by-laws language regarding the regions. The membership is to receive 30-day’s notice before the annual conference regarding by-laws changes.
- Mr. Weichhart is creating a draft Regional Affiliate Agreement (MOU) and will present this at the October 7th meeting in Indianapolis.
- The board requested to see all documents in final form before making a decision during the August 24th board call.

12. Board/Committee Structure Review
- Mr. Wahr clarified the new language on the vice chair role. This will be included in the by-laws.

M/S/P Reynolds/North “to approve the language of the vice chair role.”

- Mr. Salem noted that when the Canadian Committee was created, everyone on the committee had the same term end date. It was asked that half of the committee continue one additional year to provide consistency when everyone’s term would end in 2017.
- Canadian Committee members, Dan Dawson and Dolores March were tasked with identifying Canadian institutions to target prospects for membership.
- Due to a scheduling conflict with the Canadian Thanksgiving, there will be no Canada Day at the 2016 NACAS annual conference. The committee is planning their own Canada Day October 20th – 21st at the University of Calgary. Mr. Ceja will attend as a representative of the national board.
• Mr. Wahr noted that the CCC role and purpose needs to be reviewed. It was noted that NACAS needs to reduce the size of those participating on the call and concentrate on facilitating communication between committee chairs. The group should include only the chairs and vice chairs, then make the written reports available to the regions. Discussion was held on the frequency of the CCC conference calls.

Action item:
➢ NACAS National to provide orientation to new committee chairs.

12. NewCo Presentation & Discussion
• Ms. Finn introduced Chip Rives and Ben Sutton from NewCo and discussed a possible partnership with them and NACAS to do research and benchmarking for auxiliary services and engage on campus to increase revenues. This would be a free benefit to NACAS members. NewCo has over 1,000 students in their database that are 18-22 years old. There would also be a consulting function on how to improve services on campus.
• As part of the deal with NewCo, some of the funds that they would give to NACAS would be used to hire one full-time person to work with them on research/consulting.

M/S/P Sirinek/Ceja “to adjourn the meeting at 12:04 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant