Call to Order

- President Reynolds called the meeting to order at 2:02 p.m.

Approval of October 7 & 8, 2016 Minutes

M/S/P Redwine/Davis “to approve the October 7, 2016 minutes as presented.”

M/S/P North/Redwine “to approve the October 8, 2016 joint board and regional presidents’ minutes as presented.”

Strategic Issues

Fluent – NACAS Research

- Ms. Finn introduced new NACAS research director, DJ Pepito. Some of the staff met recently at the Fluent office in Boston regarding the new partnership with NACAS in detail and discussed next steps.
- Ms. Pepito gave a brief overview of her goal to gain insights from the leadership at the Leadership Team Meeting (LTM) in February.

Mekanic Brand Insights & Recommendation

- The brand recommendation from Mekanic was reviewed. The focus is to be on the decision makers on campus, but recognize, embrace and encourage NACAS members to aspire to be leaders in an auxiliary environment. The brand is to show who we are and what we do, not necessarily an acronym.
- We are incorporated as the National Association of College Auxiliary Services, but doing business as NACAS.
- Next steps – The NACAS National Office is engaging in conversations with a company to rebuild the NACAS website to make it more user friendly.
• Mekanic will present two brand designs at the LTM that the entire leadership group will weigh in on to decide on the next logo.
• Discussion was held regarding CASP and an engagement strategy.
• Mr. Looney noted that one of the Certification Commission's strategic priorities is to access the certification program to see if it is meeting the Association's goals and objectives. They are reviewing and accessing why some members are choosing to not take the CASP exam.
• Mekanic will work with NACAS through the next year to implement items listed in the Insight document. They will also design a logo for NACAS' 50th anniversary.

Action items:
➢ Board members were asked to review the Mekanic Brand Insights and Recommendation document and email Ms. Finn and Ms. Reynolds regarding questions or clarification.
➢ Ms. Finn will work with Mekanic to get an executive summary to share with the Board.

Review & Adjustment of Strategy
2016 Annual Conference Recap
• Ms. Vercellone reported that there were 500 delegate attendees at the 2016 Annual Conference in Indianapolis. There were 203 10’x10’ exhibitor booths in the Business Solutions Center representing 160 companies.
• Regional attendance breakdown:
  o Central - 135
  o East - 105
  o South - 170
  o West - 89
  o Canadians - 13
• The 2017 Annual Conference Committee is working on programming and educational sessions based on the survey results.

2016 Annual Conference Finances
• Mr. Garcia reviewed the revenues and expenses from the 2016 Annual Conference. Discussion was held on the cost per attendee. This information needs to be updated on the spreadsheet.

Action item:
➢ Mr. Dastoli to provide an updated 2016 Annual Conference Financials document which will be posted in the NACAS Lounge.

Policy Determination: Public & Operational
Policy Manual Update
• Mr. Weichhart reviewed the proposed changes to the NACAS Policy Manual regarding committees, task forces, and advisory groups.
Ms. Finn noted the authority difference between NACAS committees/task forces and advisory groups. Advisory groups do not have formal authority to govern the organization.

M/S/P Ceja/Redwine “to accept the proposed addition to NACAS Policy Manual section 702, Committee Guidelines – Appointment, Length of Services, Regional Representation with amendments presented and discussed.

M/S/P Looney/North “to dissolve the Business Partner Task Force and switch it to an Advisory Group.”

Proposed 2017 Board Calendar
- The 2017 meeting and conference call dates were reviewed and approved.

Action item
- Ms. Oakley to send out calendar invites for the 2017 calendar dates.

New Board Orientation
- Mr. Weichhart gave an overview of the recently held virtual new board orientation that was conducted with the NACAS National Office, Mr. Ellis, Ms. Davis, and Ms. Harris.

Routine Board Business
NACAS National Office Updates
- Ms. Finn acknowledged Ms. Reynolds for being on the cover of the winter issue of College Services.
- The NACAS National Office held a successful two-day staff retreat in November and is now fully staffed.
- The staff is working on the database, as there was a great deal of custom configuration that the staff realized is not needed.
- The NACAS National Office will be assisting Central and East with their finances going into 2017 with a web version of QuickBooks.
- Ms. Finn and Mr. Turner held calls with several Education Foundation and institutional members, as well as some key business partners regarding giving.
- Ms. Finn attended the fall CHEMA (Council for Higher Education Management Associations) meeting last week in Washington, DC.
- The new contract was recently signed for NACAS to continue managing CCBO. Mr. Weichhart has been voted in as the executive director of CCBO.
- Director of professional development, Lillian De Lisle participated in the Women’s Leadership Institute in California last week. This event was co-produced by members of CHEMA – ACUI, NACUBO and NASPA.
- Ms. Finn will be leading a student panel and presenting a session on NACAS and how we are providing resources for auxiliaries on a national level at the AOA (Auxiliary Organizations Association) Annual Conference in San Diego in January.
- The NACAS National Office will be closed December 23 – January 2 for the holidays.
• Mr. Turner reported that over $110,000 has been committed in the silent phase of the 50th Campaign.

LTM Schedule of Events
• Ms. Finn gave an overview of the LTM schedule for January 31 – February 2, 2017.

Action item:
➢ Ms. Oakley to post the schedule in the LTM Community in the NACAS Lounge.

2017 CHEMA Events
• The 2017 CHEMA Calendar of Events was reviewed with the Board.

M/S/P Garcia/Harris “to adjourn the meeting at 3:31 p.m.

M/S/P Ceja/Redwine “to go into Executive Session.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant