NACAS BOD Meeting Minutes – February 19-20, 2016

President Redwine called the meeting to order at 1:32 pm PT.

1. Approval of January 19, 2016 Minutes
M/S/P Reynolds/Garcia “to approve the January 19, 2016 minutes as presented with a notation that Jared Ceja was in attendance for the executive session.”

2. Treasurer’s Report
   • Mr. Garcia reviewed the year-end financials. Revenues were lower than what was targeted.
   • Discussion was held on the current process of giving a six month grace period to those who have not paid their dues by the due date, but continue to receive member benefits. This will be changed to a 30-day grace period. Dues are now based on the anniversary date from when they joined, not July 1 – June 30 as was done in the past.
   • The new database will show how many days a member has until their membership expires.
   • Annual conference expenses and revenue from 2010-2015 were reviewed. The 2015 San Antonio annual conference generated $868,784 in net income.
   • The NACAS and Education Foundation Finance Committees will meet in Charlottesville, March 14-16, 2016.

3. Week in Review
   • President Redwine gave feedback on the presentations that were done at the Leadership Team Meeting (LTM).
• LTM attendees will be sent a survey regarding the meeting and what they would like to see next year.
• Ms. Finn reported that all NACAS treasurers are scheduled to meet on a regular basis.
• President Redwine noted that it will be proposed to the South Region that they go back to having the NACAS National Office process their regional conference registrations beginning in 2017.
• It was suggested that board members have input on what will be discussed by presenters before the LTM.
• Discussion was held on becoming one organization. Communication with the regions is key. Regional committee reps were asked to go back to their regions and remind them to hold these discussions when planning their regional conferences. It was suggested that an aggressive timeline be set to make a decision on this.
• This would require changes to the NACAS by-laws and voted upon by the membership at the Annual Business Meeting at the Annual Conference in Indianapolis. The membership needs to be notified of the Annual Business Meeting date by September 9th.
• If the decision is only to have a MOU, this would not require a member vote.

Action items:
- Ms. Finn will follow up with past president, Jean Kwaterski on moving forward with the NACAS Organizational Restructure Review Task Force and schedule a future call with the group.
- The NACAS staff will take feedback from the LTM and create action items and a plan to move forward by the summer board meeting.
- The NACAS Organizational Restructure Review Task Force to draft a timeline by April 1st.
- The regional reps to get decisions on the reorganization from their regions by June 30th to present to the national board.

M/S/P Seagren/Wahr “by April 1st, the NACAS Organizational Restructure Review Task Force will provide a report back to the Board to provide next steps on the process and timeline and then by the summer board meeting, have feedback from the regions for the task force to review and decide action on the final proposal to be presented at the Annual Conference. The NACAS Organization Restructure Task Force will include Jean Kwaterski, the regional reps, the regional presidents, Matt Sirinek and Neil Markley to move the task force forward.”

One person abstained from voting.

4. Regional Reports
a) Central Region
• Mr. Seagren reported on the joint conference being planned with the West region.
• Central is looking to replace some of their board members who will be completing their terms.

b) East Region
Mr. North reported that the East board met at the LTM and will meet in Burlington this summer.

The East “On the Road” events have been very successful.

The East board is looking for a 2018 conference location.

The East board is setting aside funds for some members to take the CASP exam and to attend the regional and national conferences.

c) South Region

President Redwine reported that registration is going well for the South Regional Conference and the conference hotel has sold out some nights.

d) West Region

Mr. Ceja reported that they are looking to fill the educational sessions for the joint Central and West Regional Conference.

The West board is looking to add a conference coordinator to their board. However, the West past president will still play a role in the conference. This will require By-laws changes.

The West region is financially sound.

5. NACAS Priority Actions Update

President Redwine noted that the Priority Actions document is part of the NACAS Strategic Plan.

The committees are making progress with their plans.

Action items:

- Mr. Wahr to establish deadlines for the committees to provide updates on their plans.
- The form needs to be easier for the committee chairs to use, so a new form will be established.

6. 50th Anniversary Task Force Charge

President Redwine noted that Ron Martel, 50th Anniversary Task Force chair submitted a charge to the board for approval.

The purpose of the task force is to mark and celebrate the 50th anniversary since the Association’s inception through various activities and events that will culminate at the Annual Conference held at the Rosen Shingle Creek Resort in Orlando, FL, October 14-17, 2018.

The task force will assist the Education Foundation in developing a fundraising plan in association with this event.

There could be two campaigns, one for business partners and one for individual giving.

M/S/P Sirinek/North “to approve the 50th Anniversary Task Force charge as presented.”
Action item:
- Mr. Looney, Mr. Sirinek and Mr. Wahr to work on fundraising initiatives for the 50th Anniversary, define the programs that will be supported and report back to the Board by the March 30th board meeting

7. CCC Updates
- Mr. Wahr noted that all committees do not have a vice chair position and they have been urged to appoint one.
- He reviewed the newly created vice chair description and will amend the vice chair description by changing “All committees are urged to select a Vice Chair” to “All standing committees shall appoint a Vice Chair.”
- Mr. Wahr will work with Mr. Bradie on the role of an Inclusive Excellence Committee chair.
- The next CCC call is scheduled for March 8th. Mr. Wahr will ask for LTM feedback from committee chairs during this call.

M/S/P Looney/Seagren “to establish a vice chair position on all standing committees and add this to the NACAS Policy Manual.”

Action items:
- Mr. Wahr inform the NACAS National Office of names of recently appointed committee vice chairs.
- Ms. Oakley to update the NACAS Policy Manual regarding committee vice chairs.

8. Education Foundation Report
- Mr. Sirinek noted that he gave a Foundation report during the LTM.
- Mr. Sirinek reported that the Certification budget includes funding from other sources. The Foundation is looking for a business partner to replace the funding that was provided by Barnes & Noble in the past few years.
- The Foundation is working on recreating some of the NACAS awards. The Lassiter Award will now cover the full conference registration for the winner. The NACAS National Office will bill the Foundation the actual cost of the conference registration. The Lassiter Award is an unfunded award.
- The Foundation By-laws were recently changed to include board positions.
- Discussion was held on reserves. Once the audit report is received, the Board will be able to make those decisions.

Adjourned at 3:47 pm PT.

Saturday, February 20, 2016

The meeting reconvened at 8:39 am PT.
9. **2016 Annual Conference Update**
   - Ms. Vercellone reported that she is working closely with the Education Foundation on the golf tournament.
   - The opening was moved from Sunday to Monday.
   - Plans are being made for bowling and dine around Indianapolis events.
   - There will be a business partner reception in the exhibit hall on Monday, as well as another opening reception.
   - The gala will be at Lucas Oil Stadium and members will be encouraged to wear their favorite team jerseys.
   - Conference registration and hotel reservations will open soon and the schedule will be posted on the website.
   - Ms. Vercellone noted that going forward, she is making sure that our conference dates do not occur during Halloween, Thanksgiving or Canadian Thanksgiving.

10. **NACAS National Office Update**
    - Ms. Finn reported that initial screening interviews have been scheduled for next week for the three open staff positions and Skype interviews will occur the week of March 7th.
    - The Employee Handbook is being updated to match the NACAS Policy Manual. There may be some items in the Policy Manual that need to be in the Employee Handbook.
    - NACAs will begin working on creating an Education Foundation Policy Manual.
    - Ms. Vercellone noted that The Broadmoor resort fee price will not change because this would affect all hotel guests, not just our conference attendees. The Broadmoor is willing to change the term “resort fee” to “service fee”.
    - The $18.95 service fee could be taken away and go to the master account, but the board would need to determine how to make up these costs. Internet is included in the service charge. One option is to increase the conference registration fees or list the hotel rate at $218 per night.
    - Mr. North noted that some members cannot get reimbursed for “resort fees” and it is easier to pay higher registration costs than higher hotel fees.
    - Ms. Finn reported that the current registration cost per person that we charge does not cover the Annual Conference expenses. Our business partners help to cover these costs.
    - Ms. Finn noted that CCBO and NACAS need to inform each other six months in advance if they wish to continue to doing business together. NACAS earns $108,000 per year managing CCBO, but uses resources from several NACAS staff.
    - Ms. Finn and CCBO managing director, Emily Welty will be looking into what other associations pay for management fees. It was suggested that NACAS quantify what they have done for CCBO (e.g., website, conference assistance)
    - The auditing report will show if as a 501(c), NACAS can manage CCBO.
    - CCBO has not submitted an RFP to date.
    - Ms. Finn reviewed the NACAS performance dashboard as of December 2015 which includes:
      - Financial: Generate and Manage Resources
      - Customers: High Membership Value & Satisfaction
Internal: Continue to Improve Internal Operations/Processes

- The dashboard does not include targeted goals for professional development. Ms. Reynolds suggested that the dashboard list each region that held drive-in events. However, not all regions hold drive-ins.
- The dashboard data is currently obtained manually. Hopefully these numbers can be pulled from the new database.

Action items:

- The Certification Commission to look into the CASP items listed on the dashboard and if CASP Recertification’s should be changed to how many people are CASP Eligible.
- The Dashboard to be presented to the Board on a quarterly basis.

- Mr. Welty noted that the last rebranding was done in 2007. The Communication Services Committee is asking board direction on marketing/branding NACAS. Discussion was held on if we are relevant on how we promote NACAS and if we should have an outside firm look at rebranding NACAS.
- Mr. North noted that NACAS needs to brand CASP.
- NACAS could launch the rebrand during the 50th Anniversary, but work would need to begin now to start this process.

Action item:

- The NACAS National Office to research costs of rebranding and work with the Education Foundation.
- Mr. Looney has a contact from Pepsi Co. that he will reach out to on ideas on marketing and rebranding and helping NACAS revision our brand.

11. Nominations Timeline Process

- President Redwine reported that past president Jean Kwaterski will work with Ms. Reynolds on the NACAS 2016 leadership nomination timeline. They will work with the regions to fill the committee vacancies.

12. Other Business

- Mr. Seagren introduced President Redwine and Ms. Finn to Solutions3 and Tom Newcomb, president of Campus Dining, Inc. who is also a NACAS member. Ms. Finn will attend the Solutions3 one-day conference on dining in March in Seattle to see if this is fit for NACAS.
- Ms. Finn noted that if NACAS joins Solutions3, it would become Solutions4 to expand this and we would market this to our members.
- This is an opportunity for NACAS to have access to other business partners and also to have a NACAS booth to promote our programs and CASP.
- President Redwine noted that the David Lord Award was presented at the 2015 AC and the recipient that was recognized was not employed at a member institution at the time of the presentation. The Awards Committee has voted unanimously to revoke this award.
- The Awards Committee will further vet award nominees to ensure that they are eligible.
M/S/P Looney/Ceja “to accept the recommendation of the Awards Committee and revoke the David Lord Award that was presented at the 2015 Annual Conference based on the recipient's ineligibility as he was not employed at a member institution as the time.”

- President Redwine noted that the University of the West Indies in Jamaica and Puerto Rico are located in the South, but are considered as part of the East region. A member from the University of Jamaica requested that their institution be moved to the South region because of their geography to make travel and regional conference attendance easier.

Action items:

- President Redwine to reach out to Kay Brown, the primary contact for the University of the West Indies to see if she would like to make a formal recommendation to change their region. This would change the last page of the NACAS Constitution & By-laws.
- President Redwine, Ms. Finn and Mr. Welty to draft communication to those in these areas to see if this is of interest to them.

- Discussion was held on the new CEO, and the chairs of the Business Partner Task Force being from the West Region. Ms. Kwaterski will be back in the role of the chair of the Organization Structure Review Task Force and is from the Central region.
- Since the summer board meeting will be held on August 3-4, a decision will be made later if the August 24th board call could be cancelled because the budget would need to be approved by the board 30 days prior.
- There may be only two Institutes this year. Ms. Finn will look into this and get back to the board. There is a NACAS workshop on dining services being planned at the University of Notre Dame in June.

13. Executive Session

- The board went into Executive Session to approve prior Executive Session minutes at 10:24 am PT.

M/S/P North/Seagren “to go into Executive session.”

M/S/P Ceja/Sirinek “to adjourn the meeting at 10:30 am PT”

Respectfully submitted,
Future Meetings & Topics

March 30, 2016 - Performance Evaluation tool, 2017 budget process, regional conferences, Naylor agreement
April 27, 2016 -
May 11, 2016 -
June 22, 2016 – summer board meeting agenda

August 3-5, 2016 Summer Board Meeting in Nashville – 2017 draft budget recommendations, board and committee nominations, decision for 2017 summer board meeting location

August 24, 2016 -
September 21, 2016 – 2017 final budget review, 2016 annual conference reports, 2017 LTM planning, Regional Presidents & NACAS Board of Directors meeting agenda

October 7, 2016 in Indianapolis – quarterly financial statements, 2017 budget approval, conference reports from sister organizations

October 8, 2016 – joint meeting with Regional Presidents

October 12, 2016 in Indianapolis -
November 16, 2016 – Board exit survey results, next year’s CHEMA conferences (collateral material needed, determine speaking/active role, list to determine who will attend what conference)

December 14, 2016 – 2016 budget projections, 2017 LTM schedule of events

(Note: quarterly NACAS and Education Foundation financial statements and the NACAS BOD dashboard to be provided in January, April, July and October)

College Services Magazine

Themes
Spring 2016 – Sustainability
Summer 2016 – Navigating the Rising Cost of Education
Fall 2016 – Conference Edition
Winter 2016 – Leadership

Content due:
January 29th
April 22nd
July 22nd
October 19th

Future Annual Conferences

NACAS 48th Annual Conference
October 9 - 12, 2016
JW Marriott
Indianapolis, Indiana
NACAS 49th Annual Conference
November 5 - 8, 2017
The Broadmoor
Colorado Springs, Colorado

NACAS 50th Annual Conference
October 14 - 17, 2018
Rosen Shingle Creek
Orlando, Florida

NACAS 51st Annual Conference
November 3-6, 2019
Sheraton Phoenix Downtown
Phoenix, Arizona

NACAS 52nd Annual Conference
November 8-11, 2020
Hilton Anaheim
Anaheim, CA

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CCBO 34th Annual International Conference
September 24 – 27, 2016
Disney’s Contemporary Resort
Orlando, Florida

CCBO 35th Annual International Conference
September 23 – 26, 2017
Astor Crowne Plaza New Orleans
New Orleans, Louisiana

CCBO 36th Annual International Conference
September 28 – October 1, 2018
Sheraton Phoenix Downtown
Phoenix, Arizona