Call to Order

• President Reynolds called the meeting to order at 2:11 p.m.

Approval of January 31, 2017 Minutes
M/S/P North/Garcia “to approve the January 31, 2017 minutes with one minor typo edit.”

Approval of February 2, 2017 Minutes
M/S/P Harris/Ceja “to approve the February 2, 2017 minutes as presented.”

Approval of February 2017 BOD & Regional Presidents Minutes
M/S/P Garcia/North “to approve the February 2, 2017 joint board and regional presidents minutes as presented.”

Executive Session - Board of Directors, Regional Presidents and Ed Foundation Treasurer
M/S/P Redwine/Sirinek “for the board and staff to go into executive session and invite the regional presidents and the Education Foundation treasurer to join.”

M/S/P Garcia/Ceja “to move out of executive session.”

Strategic Issues

NACAS Rebrand Update
• Ms. Finn gave a brief update on the NACAS rebrand and the 3CX conference brand which is set to launch on Friday, March 10th.
NACAS Strategic Long-Range Plan

- Ms. Frankel joined the call for a follow-up from the Leadership Team Meeting (LTM).
  The following topics were discussed:
  - Core Ideology (purpose and values)
  - Envisioned Future (Our Big Goal and how we tell the NACAS story)
  - Assumptions About the Relevant Future
  - Next Steps – Goals, Objectives and Strategies

- Ms. Frankel noted that the wording of the NACAS draft Strategic Long-Range Plan was based on the feedback from the group at the LTM. Words from the branding exercises were also weaved into the document to provide a cohesive message.
- Mr. Ceja noted that inclusiveness is not only the individual but the institutions that auxiliary professionals serve. He suggested that language be added on the inclusiveness core value regarding the different types of institutions from the association perspective.
- The envisioned future section includes Our Big Goal and vivid descriptions of who benefits and in what way. The big goal is what will happen for auxiliary services, how it will be recognized as part of higher education and how NACAS members will be recognized. President Reynolds noted that clarification is needed in the big goal of NACAS to include by whom auxiliary services will be acknowledged (institutions, business partners, the industry, constituents, etc.) It was decided that the words “acknowledged by” would be removed from Our Big Goal.
- Mr. Sirinek noted that regarding the nature of higher education and our profession, language needs to be added regarding the value proposition on student costs/student experience. Ms. Finn suggested adding something to Our Big Goal about how NACAS auxiliary services professionals impact the costs of education to the individual student. With the results of the upcoming NACAS research projects, data could be gathered on how much money from auxiliary services are going back to campus.
- It was suggested that the leadership review and update the Strategic Long-Range Plan annually at the LTM and discuss the progress that has been made. Staff and committees need to be involved in what happens next. The Committee Chair Council (CCC) would instruct the committees to set goals aligned with the strategic plan.

Action item:
- Ms. Frankel to update the NACAS Strategic Long-Range Plan; Ms. Oakley to post this document in the LTM Community in the NACAS Lounge.

Review & Adjustment of Strategy

2018 Budget Process

- Mr. Garcia noted the dates of the joint Finance Committee meetings:
  - April 6th & 7th (in Charlottesville, VA)
  - June 3rd (at the West Regional Conf. – Orange County, CA)
- Ms. Finn suggested a draft budget be created to present at the April Finance Committee meeting. The April board meeting will need to be rescheduled due to board members traveling to the Finance Committee meeting.

Action item:
- Ms. Oakley to send out a Doodle poll to reschedule the April board call.
Policy Determination: Public & Operational

Innovative Achievement Request from Awards Committee

- Mr. Sirinek noted that the Awards Committee pointed out in their January CCC report that funds have been exhausted for this popular award and sought funding through the Education Foundation. The Foundation would like to confirm that NACAS is committed to this award.
- The current award includes a complimentary annual conference registration, airfare reimbursement up to $500 and complimentary hotel accommodations at the conference hotel for up to four nights. The expenses are approximately $1,500.
- This award is currently listed on the website. Nominations are due June 30th.
- Clarification is needed on how a committee makes a funding request to the board.

M/S/P Ceja/Seagren “to support a one-time ask of the Education Foundation to fund the Innovative Achievement Award in the amount of $1,500 for 2017.”

Action item:
  - Kennedy Turner, director of business development to add the Innovative Achievement Award to the sponsorship list.

Routine Board Business

Certification Commission Update

- Deferred to next meeting.

M/S/P Ceja/Garcia “to adjourn the meeting at 3:41 pm.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant