NACAS BOD Meeting Minutes
October 7, 2015 12:00pm – 1:00pm ET

NACAS Board of Directors:

- Kathryn Le Gros             President
- Bill Redwine               President Elect
- Diane Reynolds             Vice President
- Carlos Garcia              Treasurer
- Jean Kwaterski             Past President
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NACAS National Office Staff:

- Eleanor Mower             COO
- Caleb Welty               CM&IO
- Marcia Oakley             Executive Assistant
- Diane Reynolds
- Bill Redwine
- Scott Seagren
- Peter North
- Eddie Mills
- Neil Markley
- David Looney
- Chris Bradie
- Matt Sirinek

Guest:
- Larry Seibert

President Le Gros called the meeting to order at 12:03 pm.

Needs Assessment

- Ms. Mower gave a brief overview of the materials that were sent out and the expectations for the call.
- Dr. Larry Seibert provided an overview of the methodology to the study and presented on the following:

  a. Institutional reasons for belonging to NACAS
     i. The top four responses:
        • To keep abreast of issues affecting college auxiliary services
        • To network and build professional relationships
        • To have access to professional development/continuing education
        • To attend NACAS events

  b. Individual reasons for belonging to NACAS
     i. The three biggest differences in responses from institutions and business partners:
        • To keep abreast of issues affecting college auxiliary services (institutions 29%; business partners 10%)
        • To have access to professional development/continuing education (institutions 19%; business partners 1%)
        • To generate more business (institutions 3%; business partners 45%)

  c. Loyalty Components – there were three questions used in the survey to determine loyalty. The three components of NACAS's Loyalty Profile are: likely to recommend the NACAS membership to others, likely to recommend that their institution renew its membership, and the value of a NACAS
membership. The rating percentages below are within the range that is typically found among membership associations.

I. The responses:
   • Extremely likely/very likely to recommend membership – 90%
   • Extremely likely/very likely to recommend renewal – 93%
   • Excellent/very good value – 74%

c. Value Drivers - % of respondents who provided an experiential rating:
   • Member benefits – 93%
   • Website – 90%
   • Professional Development – 83%
   • Regional Membership – 80%
   • Membership Dues – 79%
   • Staff – 74%
   • Annual Conference – 69%
   • CASP Certification – 57%

   • Discussion was held on whether the Board should invest time in increasing awareness in the areas that the members noted they were aware, but had no experience (e.g., NACAS tv).

d. Review of Key Takeaways:
   I. The top six reasons why respondents believe their institution belongs to NACAS are (1) to keep abreast of issues facing auxiliary college services, (2) to network and build professional relationships, (3) to have access to professional development, (4) to attend NACAS events, (5) to advance the field of college auxiliary services, and (6) to generate more business.

   II. The top six reasons why individuals choose to personally belong to NACAS are (1) to keep abreast of issues facing auxiliary college services, (2) to network and build professional relationships, (3) to have access to professional development, (4) to attend NACAS events, (5) to make themselves more valuable to their employer, and (6) to generate more business.

   III. Business Partner members listed generating more business, and networking and building professional relationships, as their top two reasons for belonging to NACAS.

   IV. The Loyalty Profile for NACAS is 69% loyal, 29% neutral, and 2% vulnerable. The percentage of loyal members is higher than usually found, while the percentage of vulnerable members is much lower than what is typically found. The percentage of neutral members is typical.

   V. The four key drivers of the value of a NACAS membership are (1) member benefits, (2) the NACAS Annual Conference, (3) the CASP certification, and (4) professional development. The key drivers of value are consistent with the top reasons why members indicated that they belong to NACAS.

   VI. The Annual Conference received the highest ratings of all aspects of the association that members rated, with 82% of respondents who have attended an Annual Conference giving an excellent or very good overall rating.

   VII. Roughly three-quarters (76%) of all respondents believe that NACAS’ dues are either low or just right, while only 1% of respondents believe NACAS’ dues are very high.

   VIII. Six percent (6%) of respondents reported having a problem with NACAS during the past six months, which is typical of membership associations.
President Le Gros thanked Dr. Seibert for his work and time on this.

M/S/P Garcia/Sirinek “to go into Executive Session at 12:48 pm to discuss personnel matters.”

The meeting adjourned at 1:12 pm.

Respectfully submitted,

Eleanor Mower
Interim CEO

Marcia Oakley
Executive Assistant