Call to Order / Roll Call
President Wahr called the meeting to order at 2:02 p.m. on July 30th.

Approval of May 2, 2018 Minutes
M/S/P Garcia/Vieira “to approve the May 2, 2018 minutes as presented.”

Strategic Issues
NACAS Marketplace Update
- Ms. Pepito reported that the Marketplace launched on June 7th and NACAS has been receiving great feedback.
- There are over 300 unique institutions listed to date in the Marketplace. Institutions and business partners are encouraged to update their member profiles.
- Maintenance for the Marketplace has been budgeted for 2019.
- A milestone calendar will be created for the Marketplace.
- Ms. Pepto is the new main point of contact for the Marketplace and can be reached at marketplace.feedback@nacas.org.

CASP Update
- Ms. Finn gave an update on the CASP program.
- The Certification Commission has begun marketing calls, as well as making decisions on those with the certification that retire from higher education.
- Recertification is on the mobile app and is digital which makes tracking easier for those with the certification.
- There are 11 CASP applications year-to-date and 13 candidates year-to-date have signed up to test at C3X this year.
- The CASP retention rate target is 80%. We are currently at 67% renewals (some have retired or left the industry).
- The first online courses are scheduled to begin in September.

Benchmarking
• Ms. Pepito reviewed why NACAS is exploring benchmarking.
• Campus Dining offered to create a pilot effort as an example of what NACAS benchmarking could look like. NACAS identified five volunteers to participate and collaborate with them on this effort. The volunteers included Arizona State University, Carleton University, Carrell University, NC A&T University and Shenandoah University.
• Mr. Dwyer gave feedback on his participation in this effort and the importance of KPIs.
• Discussion was held on whether to recommend a benchmarking program for NACAS and whether this would be a member benefit or at a cost. There would be a startup fee and an annual cost of $30,000 - $100,000. Having benchmarking data could possibly increase NACAS membership.

M/S/P Reynolds/Hoagland “to continue exploring further research on a NACAS Benchmarking process and all avenues and come back with pricing to the Board by the C3X board meeting in October.”

NACAS/CCBO Relationship
• Ms. Finn reviewed the history of NACAS managing CCBO.
• CCBO membership is forecasted to be 140 in 2018 (was 144 in 2017). To sustain the current management model, CCBO must grow membership.
• CCBO’s 2018 annual conference registration is down compared to last year.
• NACAS has re-negotiated the management contract with CCBO for the remainder of the 2018 year, which includes the elimination of the CCBO Managing Director’s position.
• Discussion was held on continuing or ending the partnership. If NACAS continues to partner with CCBO, the management model must change in 2019.
• Two possible models for continued partnership: regional model or a committee model
• The CCBO Board of Directors will meet in September.

IRS Update
• Ms. Finn gave an update as outlined in the supporting document.
• Discussion was held on the purpose of the NACAS Foundation and the Regional relationship to NACAS.

Action item:
➢ Ms. Finn to join the next scheduled regional board calls to provide an IRS update.

Tuesday, July 31st 9:00 am – 5:00 pm
The meeting reconvened at 9:00 a.m. on July 31st.

Review & Adjustment of Strategy

Treasurer’s Report
• Ms. Vieira reviewed the quarterly financials.
• The Joint Finance Committee met in person before the East CX conference in June. It was suggested that in 2019, the Joint Finance Committee meet a day prior to the summer board meetings instead of at a regional conference to save expenses.
• The proposed 2019 Budget was reviewed and will be presented to the membership during the Annual Business Meeting at C3X.
• Marketing in 2019 will be more intentional to reach non-members. C3X full registration rates in 2019 will be the same amount for all institutional attendees.
• A Notes section was added to the financial board materials spreadsheet to show the history of the accounts.

Quarterly Dashboard
Ms. De Lisle presented the quarterly dashboard in a new format which will focus on the strategic goal progress. The three main areas to reference on the dashboard is total paid membership, total sponsorship and total participation. Total paid membership as of June 30th as reported on the dashboard was 438 institutions. Ms. De Lisle informed the Board that as of July 31st, this number has risen to 568. The goal for 2018 is 720.

**CCC Quarterly Report**
- Mr. Greene reviewed the updated Committee Chair Council (CCC) report as of the second quarter of 2018, which is also in a new format and includes goals and KPIs.

**Awards Slate**
- Ms. Finn presented the NACAS 2018 Awards Slate and announced the winner of the Business Partner of the Year Award. This winner was not on the document presented because the Business Partner Advisory Group recently met and chose the winner of this award.
- President Wahr noted that the winner of the Emeritus Award needs clarification as a “retiree”.

**M/S/P Harris/Barry “to accept the 2018 Awards Slate with the deletion of the Emeritus Award winner and the addition of the Business Partner of the Year Award winner.”**

Mr. Eggleston abstained from voting.

**Board & Committee Nominations**
- Ms. Reynolds presented the slate of officers to fill the positions of NACAS vice president (Mark Ironside, East region) and the West regional board representative (Alan Coker) effective at C3X.
- Mr. Garcia noted that some of the committees have received nominations to fill their vacancies.
- The regional representatives were advised on which committees need positions filled from their regions. The deadline to submit this to Mr. Garcia is August 15th.

**M/S/P Barry/Hoagland “to accept the slate of officers as presented.”**

**Policy Determination: Public & Operational**

**Policy Manual Update**
- Ms. De Lisle reviewed the edits made to the NACAS Policy Manual. A new section 100 General Policies was added. A few sections were reassigned or deleted as they were no longer relevant.
- A few main areas to note:
  - Section 101 - Privacy Policy was updated to match what NACAS currently does.
  - Section 305 - Administration of Long Range and Strategic Planning Process to include the roles of the president, president-elect and CEO.
  - Section 705 - Guidelines for Use of NACAS Name and Logo – includes the NACAS name and logo, along with other appropriate marks, shall be registered with the US Patent and Trademark Office.
  - Section 901 - Awards – added “Prior to giving an Award to an individual, the Awards Committee Chair or the Chair’s designee will attempt to validate the individual is in good standing with their university and the Awards Committee will present a proposed slate of Award recipients to the Board of Directors at the Summer Board Meeting for approval”.

**Action item:**
- Ms. De Lisle will make the requested amendments to the updated Policy Manual and will present to the board at the September board meeting.
Committee Structure
• Ms. Finn noted that she and Ms. De Lisle recently met with consultant, Jean Frankel on committee structure.
• The challenges and roles of committees were discussed with the Board.
• Roles that committees play: advice, review, work and functional.
• The current structure of committees was reviewed. The Board and staff participated in exercises to look at what is working well and what can be improved on, as well as what the stakeholders want, need and expect from committees. Discussion was held on next steps.

Wednesday, August 1st 9:00 – 11:30 a.m.
The meeting reconvened at 9:00 a.m. on August 1st.

Routine Board Business

LTM Location After 2019
• President Wahr noted that our contract with Las Vegas hotels for the Leadership Team Meeting (LTM) expires in 2019.
• The 2018 LTM will be held at Harrah’s Las Vegas.

Action item:
➢ Ms. Vercellone to research options for future Leadership Team Meeting locations for three to five years.

C3X 2023 – Toronto, Ontario, Canada
• NACAS holds their annual conference in Canada every 10 years. Ms. Vercellone noted that NACAS is looking at Toronto as the C3X location for November 5-8, 2023. Three hotels would be utilized – Delta, Fairmont and InterContinental.

M/S/P Ceja/Eggleston “to chose Toronto as the location for the 2023 C3X conference.”

NACAS Office Update
• Ms. Finn reported that the State of Association was presented by her and President Wahr at all four regional conferences.
• Ms. Vercellone presented the 2018 C3X dashboard. Registrations are ahead of this time last year.
• Mr. Turner noted that exhibit sales are also pacing ahead of this time last year. There are 203 available 10x10 booths in the exhibit hall.
• The University of Central Florida campus tour is sold out, but tickets are still available for the Rollins campus tour.
• Ms. Vercellone noted that the week of July 29 – August 2, 2019 would be best for the 2019 summer Board meetings in Anaheim.
• The national office lease expires in April 2019. However, we are currently paying on a month-to-month basis. The office is looking at securing new office space in downtown Charlottesville (smaller square footage and all staff would be on one floor). After moving expenses, the rent will be a cost savings in 2020.
• NACAS is working on the NACAS store with IndiCo to sell NACAS gear.

NACAS Foundation Update
• Mr. Portner noted that the Foundation board meets today and is looking at potential reorganization of the composition of the Foundation Board.
• 450 sets of beads were sold at the regional conferences for Flip-a-Coin. This raised close to $10,000 for the Foundation.
• There will be an affinity event at C3X (Topgolf), as well as a Golf Tournament and a graduated Raffle. A silent auction will not be held this year at C3X.
• Mr. Dastoli reported that approximately $435,000 has been pledged toward the Campaign for the Future. Sponsorships are being received for the Golf Tournament as well.
• Past NACAS Foundation president, Matt Sirinek has been working with NACAS staff on the Foundation Policy Manual.

CCBO Update
• No further report.

President Wahr recessed the meeting and asked all staff (except for Ms. Finn) and non-Board members to leave the room. There was no objection to the recess.

M/S/P Eggleston/Ceja “to reconvene the meeting at 10:45 a.m."

Discussion was held on adding the CASP designee preference as it relates to the At-large Board position and national committee chairs. A motion was made by Mr. Eggleston and seconded by Mr. Ceja to add the CASP designee preference to the At-large Board of Directors members and national committee chairpersons position descriptions. Discussion was held on adding skill set to the criteria. The motion was amended.

M/S/P Eggleston/Ceja “The NACAS Board of Directors shall adopt and publicize the statement ‘CASP designee preferred’ as it relates to the appointment of At-Large Board of Directors members and national committee chairpersons. The inclusion of ‘CASP designee preferred’ shall be included in the listing of position criteria once said criteria is established.”

M/S/P Barry/Ceja “to adjourn the meeting at 11:05 a.m. on August 1st.”

Respectfully submitted,

Kelsey Harmon Finn  
CEO  

Marcia Oakley  
Executive Assistant