Call to Order / Roll Call
President Greene called the meeting to order at 2:02 pm and welcomed the new board members.

Approval of November 1, 2019 Minutes
M/S/P Barry/Meeks “to approve the November 1, 2019 minutes as presented.”
10 “Yes” votes
Zero “No” votes
Zero abstentions

Strategic Issues

Review & Adjustment of Strategy
IRS 501(c)6 Official
- Ms. Stott reported that the IRS has officially recognized NACAS as a 501(c)6 effective October 25, 2018.
- Venable is working in partnership with staff and the regions to file the appropriate paperwork for the regions to operate as 501(c)(6)s.

2019 C3X Recap
- President Greene asked for feedback on the C3X conference. The presentation of the awards was discussed.
- Ms. Finn gave a presentation on C3X.
  - Total attendance was 1,329 including 618 institutions representing 343 unique institutions and 706 business partners representing 209 unique companies.
  - Unaudited financials - came in above the summer board meeting projections.
  - For the first time, an internal staff survey was conducted. Discussion was held on what should be kept the same and what could be done differently at future conferences.
- Ms. Pepito reviewed the member C3X attendee survey results.
  - Overall C3X experience satisfaction increased 10% compared to 2018.

Policy Determination: Public & Operational
New Board Orientation

- Ms. Finn noted that the virtual orientation for new board members was held on December 19th. The new board members expressed their satisfaction with the orientation and that it was a great learning experience.

Routine Board Business

2020 LTM Planning

- President Greene reviewed the preliminary schedule for board meetings and the Leadership Team Meeting (LTM) to be held in Tucson, AZ the last week of January.
- LTM Topics to include:
  - What’s Next for NACAS?
  - Affordability of Higher Education
  - Benchmarking Update
  - Strategic Plan Check-in/Review
  - CASP
  - Diversity and Inclusion in NACAS Leadership
- Ms. Finn reminded board members to start booking flights to Tucson. Ms. Oakley will be sending out an event travel form to the group.

NACAS Office Update

- Ms. Finn reported that Robert F. Newton Award for Distinguished Service winner, Jean Kwaterski has decided to allocate $1,500 to the Central Region Past Presidents Fund and $1,000 to the Hassmiller CASP Scholarship.
- The board was informed in November that Corey Salem will be leaving his position as Director of Member Engagement effective the end of December, as he will be starting a new career opportunity. The position will be renamed to Director of Membership. The NACAS office has received a large number of resumes. Phone interviews are scheduled for next week with the goal to have a person on board in January and have them attend the LTM.
- The official benchmarking survey launch to NACAS members is scheduled for February 27th and will close on May 29th. Members can only get access to the dashboard if they input data during the collection period.
- Ms. Finn and Ms. Stott attended the CASP Subject Matter Expert (SME) workshop in Alexandria in November. The group assigned value to each question on the exam. Results will be sent out today to those that took the exam at C3X. A summary will go out in January to all SMEs and the NACAS Board on the work that has been done in 2019 on certification.
- The NACAS office will be closed December 24th through January 1st.

NACAS Foundation Update

- Ms. Moore noted that the Foundation board meets next week and will discuss the results of the C3X fundraising events.
- An eblast went out yesterday asking for donations to the Foundation on #GivingTuesday.
- An eblast went out at the end of November for end-of-year giving to the NACASCARES Holiday Giving Campaign. Ms. Moore encouraged board members to donate before the end of the year. These funds will help support programs that elevate student success.
- The MOU between NACAS and the Foundation for administrative services and affiliations was signed by both the NACAS and Foundation presidents on November 25, 2019. The term of the agreement is for three years from this date.
Miss Finn noted that board members are to complete the Energy Leadership Index Assessment and then individual 90-minute debriefs will be scheduled with Christine Brodmerkel in January. The board will discuss the results during the January board meeting.

**M/S/P Hoagland/Eggleston “to adjourn the meeting at 3:02 p.m.”**

Respectfully submitted,

Kelsey Harmon Finn  
CEO

Marcia Oakley  
Executive Assistant