

NACAS Board Meeting Minutes

The Westin La Paloma

January 28-30, 2020

Tucson, AZ

<input checked="" type="checkbox"/>	Ryan Greene	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Mark Ironside	President Elect	<input type="checkbox"/>	Marcia Oakley	Executive Assistant
<input checked="" type="checkbox"/>	Matt Portner	Vice President	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Associate Executive Dir.
<input checked="" type="checkbox"/>	Sherry Davidson	Treasurer	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input checked="" type="checkbox"/>	Carlos Garcia	Past President	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input checked="" type="checkbox"/>	Bob Barry	Central Rep	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input type="checkbox"/>	Maria Hoagland	East Rep	<input checked="" type="checkbox"/>	Jeff Tice	Director of Membership
<input checked="" type="checkbox"/>	Andy Meeks	South Rep	<input checked="" type="checkbox"/>	DJ Pepito	Director of Education & Research Strategy
<input type="checkbox"/>	Deborah Huebler	West Rep			
<input checked="" type="checkbox"/>	Joe Eggleston	Member at Large		Guest	
<input checked="" type="checkbox"/>	Emily Messa	Member at Large	<input checked="" type="checkbox"/>	Christine Brodmerkel	Certified Professional Coach
<input checked="" type="checkbox"/>	Melissa Moore	Foundation President			

FINAL 3-18-20

Tuesday, January 28th

Call to Order / Roll Call

President Greene called the meeting to order at 10:04 a.m. MT and welcomed everyone.

Approval of December 4, 2019 Minutes

M/S/P Meeks/Eggleston "to approve the December 4, 2019 minutes as presented."

10 "Yes" votes

0 "No" votes

Zero abstentions

Strategic Issues

Board Dialogue & Engagement Plan

- Board members and select staff took the Energy Leadership Index assessment prior to the board meeting. Mr. Ironside shared how this plan would be implemented. Also, during the Leadership Team Meeting (LTM), the group will work with a facilitator around diversity of leadership.
- Conversation took place around intentionality of the make-up and diversity of the board, both in reaching a broader group of potential volunteers already engaged with NACAS, as well as younger professionals in the industry.
- Dr. Messa suggested creating a "value-add" or "value proposition" document that would share the value of serving on the NACAS Board of Directors and being involved with NACAS to auxiliary service's campus decision-makers.
- Mr. Greene added that NACAS should consider both a "how to convince your boss to go to C3X", as well as a "why NACAS is valuable to your institution" resource. Ms. Moore and Ms. Messa both suggested creating literature to share with students on campus about becoming an auxiliary services professional.

What's Next for NACAS? LTM Discussion

- President Greene shared some of the high-level discussion topics that would take place at LTM and possibilities that NACAS could prioritize in the coming years. Discussion was had by the board on both clarification of listed ideas and topics, as well as brainstorming of additional items.
- Mr. Portner suggested that after additional dialogue by the board following LTM, the staff could spend time prioritizing the topics based off volunteer input and staff resources with a report back to the board on suggested next steps.

CHEMA Update

- Ms. Finn shared that at the last CHEMA conference there was discussion about how can the CHEMA's leverage each other for shared services. She noted that there may be an opportunity to better partner with certain CHEMA associations. In addition, how should NACAS approach potential partnership with other associations as the industry continues to evolve both in leadership and philosophy. Mr. Meeks shared sentiments that there would be value around multiple Associations combining to hold a more robust conference with a greater reach of institutional attendees.
- The board shared a consistent sentiment that NACAS should engage in intentional conversation around more in-depth partnerships with CHEMA associations. Dr. Messa mentioned that a potential differentiator could be "special interest groups" where we could specifically provide greater resources around a few high-impact auxiliary services (e.g., bookstores, food services, etc.).

Re-envisioning CASP

- Mr. Eggleston reviewed the CASP document that was included in the board materials and shared an update on how the 2019 approved CASP funds were used, as well as 2019 CASP metrics, including both total number of candidates that passed the exam, as well as pass percentage. Mr. Eggleston noted that the group that worked on creating the new CASP exam came in under the approved budget for 2019 due to less in-person meetings needed to fine-tune exam questions.
- Mr. Eggleston shared the Future of CASP document that the Commission put forth in terms of re-envisioning the future of CASP. The three different versions consider adding a written component, adding an in-person workshop (Leadership Series) as well as a capstone project, or maintaining a multiple-choice test but with more frequent updates.

Review & Adjustment of Strategy

Treasurer's Report

- Ms. Davidson reviewed the unaudited EOY 2019 financials and reported that it was a good year. Net Income was positive.
- Joint Finance Committee meetings will take place April 16th & 17th in Charlottesville, VA (Executive Committee only) and in August at the Summer Board meeting in Atlantic City, NJ.

Board Engagement & Energy Leadership Index

- The board engaged in conversation around the Energy Leadership Index including everyone's individual assessment, board assessment, and ways to strategically move the board forward in more intentional conversation and dialogue.

Wednesday, January 29th

Policy Determination: Public & Operational **Feedback - Outgoing Board Members**

- Ms. Finn reviewed the outgoing board member feedback from their time serving on the board. Board members that had a phone conversation with Ms. Finn expressed tremendous fulfillment and accomplishment through their time serving.

Routine Board Business

CCC Quarterly Report/Dashboard

- Dr. Messa reviewed the summary from the last Committee Chair Council call and gave a high-level overview of the KPI dashboard. All holistic measurements goals were succeeded.

2020 LTM Schedule

- President Greene reviewed the LTM detailed schedule and noted that there will be a follow-up board meeting at the conclusion of LTM.

2024/2025 C3X Locations Update

- Ms. Vercellone shared site location updates for potential cities for C3X 2024 and 2025. The decision factors on potential locations are expense, attendance, partnership with the city, and overall location and experience.
- For potential locations in 2024, it was suggested Fort Worth, Houston or Austin with Denver being a back up to the Texas cities.
- For potential locations in 2025, it was suggested Boston or Washington D.C.
- Conversation took place around ensuring a fair cost/per diem, as well as ensuring convenience of airports to the destination. There was concern expressed by various states political stance and the potential lack of participation from opposing states views.
- The board gave direction to continue to pursue site visits, as well as gather information around impacted schools that may not be able to attend from state politics and travel bans.

NACAS Office Update

- Ms. Finn introduced Jeff Tice, the new Director of Membership.
- Ms. Finn shared the NACAS Annual Report that included high level metrics of engagement and growth of NACAS in 2019.
- Ms. Finn shared that Deborah Huebler, West Regional Representative is leaving the University of Hawaii for a new position at the University of Houston. Per the by-laws, the West Region will propose a candidate to fill the vacated position, as Ms. Huebler is no longer employed at a West Region institution. The proposed candidate is subject to the approval of the NACAS Board of Directors.
- Ms. Finn reviewed the summer board meeting schedule that was included in the board materials for August 2020 in Atlantic City. Board members should expect to arrive Tuesday, August 4th.

NACAS Foundation Update

- Mr. Mills noted that he will be giving an update during LTM.
- Ms. Finn shared the Foundation Year in Review and noted that the Campus Care Grant was the highlight of the year.
- The Foundation will be creating their own Strategic Plan at the summer board meeting.
- Ms. Finn emphatically encouraged the NACAS Board of Directors to give to the Foundation. Mr. Portner added that NACAS needs to support the financial health of the Foundation.

Benchmarking Update

- Ms. Pepito shared that NACAS will be announcing Benchmarking soon. The announcement will include what will be collected from a data standpoint. This will allow member institutions time to begin collecting data prior to the data collection window opening for this year's Benchmarking study. Ms.

Pepito also shared how communication will be handled by the benchmarking partner, Vault to ensure clarity to member institutions around submitting data.

Thursday, January 30th

Open Items from LTM

- The group gave feedback on how LTM went.
- Ms. Finn recommended that regional board presidents have planned meeting time at LTM and other in-person gatherings.

Executive Session

M/S/P Eggleston/Meeks “to go into executive session at 4:09 p.m. MT.”

M/S/P Meeks/Eggleston “to approve the CEO’s 2019 bonus and 2020 salary, pending the final performance evaluation results.”

M/S/P Ironside/Messa “to approve the CEO’s 2020 bonus and base salary performance metrics.”

M/S/P Barry/Eggleston “to adjourn the meeting at 5:10 pm MT.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Ashley Vercellone
Senior Director of Events & Operations

Prepared by Marcia Oakley
Executive Assistant