

NACAS Board Meeting Minutes

October 9, 2020

<input checked="" type="checkbox"/>	Ryan Greene, CASP	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Mark Ironside	President Elect	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input checked="" type="checkbox"/>	Matt Portner, CASP	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, CASP	Past President	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input type="checkbox"/>	Gheretta Harris, CASP	Central Rep	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	Maria Hoagland	East Rep	<input checked="" type="checkbox"/>	Jeff Tice	Director of Membership
<input checked="" type="checkbox"/>	Andy Meeks, CASP	South Rep			
<input checked="" type="checkbox"/>	Jared Ceja, CASP	West Rep			
<input checked="" type="checkbox"/>	Joe Eggleston, CASP	Member at Large	Guests		
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member at Large	<input checked="" type="checkbox"/>	Eddie Mills	Foundation President-Elect
<input checked="" type="checkbox"/>	Melissa Moore	Foundation President	<input checked="" type="checkbox"/>	Neil Markley	Proposed Incoming VP
			<input checked="" type="checkbox"/>	Martha Davidson	Proposed Incoming At Large

FINAL 11-2-20

Call to Order / Roll Call

President Greene called the meeting to order at 2:03 p.m.

Approval of August 5, 2020 Minutes

M/S/P Garcia/Ceja “to approve the August 5, 2020 minutes as presented.”

11 “Yes” votes

Zero “No” votes

Zero abstentions

Strategic Issues

Inclusive Excellence

- Mr. Ironside noted that proposed Board Values were voted on. The top three were Respect, Inclusivity and Growth Mindset. Discussion was held on adding a fourth value - Transparency. Definitions of these values will be shared at the December Board meeting.
- The group discussed a board recruitment scenario and how that could help guide discussions with the regions and the Committee Chair Council prior to the nominations process. NACAS needs to look at demographics for the association and key demographics for the board.
- Ms. Messa noted that regional presidents were asked for input for the next nominating cycle. NACAS will hold a committee member and chair onboarding call in late November.

ACTION: Mr. Ironside and Ms. Messa to create a 1-2 page document to share with the Nominating Committee and the regions.

Strategic Plan Goals/Objectives Review

- President Greene asked the group to review the Assumptions in the NACAS Strategic Plan. These assumptions were created nearly five years ago and revised two years ago about auxiliary services, higher education and the industry as a whole. The board and staff split into breakout groups and reviewed/edited the Assumptions given external factors impacting higher education today.
- President Greene reviewed the Vision and Mission statements, as well as Core Promises.
- The board will lead a new Strategic Planning process in 2022.

Membership Models

- Ms. Finn reviewed the membership recommendations. The member-in-transition benefit will be marketed to assist those individuals who are between auxiliary services jobs.

- A graduate student membership was proposed to the board. This will create a pipeline for the auxiliary services profession by targeting higher education and MBA programs with a graduate student rate.
- The elimination of the anniversary year renewal was proposed to the board by moving to one standard renewal period tied to the university fiscal year. The membership year would be June 1 - May 31, with a grace period extending through August 31. Membership costs will be prorated for partial years.

M/S/P Meeks/Messa “to approve creating a graduate student membership rate at \$100 annually as presented and to approve the elimination of anniversary year membership renewal and switch to one standard renewal period for the association tied to the university fiscal year.”

11 “Yes” votes
 Zero “No” votes
 Zero abstentions

Review & Adjustment of Strategy

Treasurer’s Report

- Ms. Sherry Davidson reviewed the highlights of the 2021 budget draft.
- The 2021 C3X event may be a hybrid conference, both virtual and in-person.

Committee Vacancies

- Ms. Messa reviewed the committee nominations process and noted that there was an increase in the number of nominations received this year.
- The vast majority of institutional member nominations were placed onto a committee. One person was slated for a special project and two business partners were added to the Communications Services Committee.

M/S/P Garcia/Portner “to approve the committee appointment recommendations as presented.”

11 “Yes” votes
 Zero “No” votes
 Zero abstentions

Policy Determination: Public & Operational

Routine Board Business

C3X Update

- Ms. Finn noted that NACAS is still negotiating with Anaheim venues on the 2020 C3X.
- Mr. Turner shared registration numbers to-date for the Virtual C3X:
 - Total Unique Institutions - 58
 - Total Individuals Registered - 196
 - Total Business Partners - 45

2021 LTM Planning

- Ms. Finn noted that the 2021 Leadership Team Meeting will be virtual and reminded board members to hold January 18-22 on their calendars.

NACAS Office Update

- Ms. Finn reported that the second Business Partner Forum was held on October 7th with close to 30 people attending.
- Ms. Finn and Ms. Stott met this week with the regional presidents and regional conference chairs on their 2021 regional conferences. NACAS has been tasked with putting together an outline of what a joint, but separate regional experience could look like to keep people engaged in 2021.

NACAS Foundation Update

- Ms. Moore gave an update on the Foundation activities:
 - The Foundation is working on a 3-year Strategic Plan. The small groups are working on objectives and KPI’s.

- The Foundation is planning to join the Council on Foundations. Benefits include access to that Council's staff attorneys, webinars, benchmarks, best practices, etc.
- 133 applications were received for the NACAS Campus Care Grant and four recipients were chosen:
 - University of Nebraska-Lincoln - \$5,000
 - University of Maryland, College Park - \$5,000
 - Otterbein University - \$5,000
 - Harford Community College - \$7,850
- Fundraising is down this year. The virtual NACAS Cares Fun/Run was held recently. The goal was to raise \$18,900 and was met.
- The Foundation has joined AmazonSmile. When you shop at smile.amazon.com, Amazon will donate 0.5% of eligible purchases to a charitable organization. Ms. Moore encouraged board members and staff to look for the NACAS Foundation when they order from Amazon. NACAS Foundation board members have been asked to raise or donate \$1,200 per year. The Foundation is also asking the NACAS board to support the Foundation by raising or donating \$600 per year. This will assist in fundraising for the Foundation.

Executive Session

M/S/P Ceja/Portner "to go into Executive Session at 5:00 p.m."

11 "Yes" votes

Zero "No" votes

Zero abstentions

The meeting adjourned at 5:17 p.m.

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant