**January 16, 2025: 3:00 - 4:30 PM ET**

**Board Members**

Brett Jackson, CASP - President

LaNiece Tyree, CASP – President Elect

Scott Seagren, CASP – Vice President

Jared Ceja, CASP - Treasurer

Neil Markley – Past President

Kim Rademacher, CASP - Central Rep

Monica Rattigan - East Rep (Absent)

Esmeralda Valdez, PhD, CASP - South Rep

Andy Lachman, PhD, CASP – West Rep

**Staff**

Rich Steele, CASP – NACAS CEO

Matt Portner - Sr Director of Finance and Administration

Raj White - Director of Education

Artem Mulitsa – CSMO

Will Hurley - CSO

Kristy Vienne, CASP - Member At – Large

Jim Dwyer, CASP - Member At-Large

Emily Messa, PhD, CASP – Foundation President

**Call Agenda:**

LaNiece Tyree, CASP called the meeting to order at 3:03 PM.

Approval of the October 26, 29th, and 30th, 2024, minutes

*M/S/P Esmeralda Valdez, PhD, CASP / Kristy Vienne, CASP to approve the minutes as presented. Unanimous vote.*

**Strategic Issues**

* C3X 2025
	+ As a reminder, C3X will be right before the F1 race in Las Vegas so walkability around the hotel may be more limited than usual. We will be encouraging attendees to stay on the Paris property grounds as much as possible, which may also help in room pickup.
	+ Space is at a premium in our conference location. As we continue to plan our conference, we will combine different activities like the speaker ready room and volunteer lounge.
	+ The expo space will be larger than at C3X 2024.
	+ Due to exclusivity and union requirements in Vegas, we are predicting higher than standard A/V and food/beverage expenses.
* 2025 Board Calendar
	+ Attachment was shared for the Board’s consideration of CEO travel dates, LTM meetings, regional CX conferences, and other CHEMA events.
	+ Deadlines will also be included, such as when C3X scripts and deliverables are due back to the NACAS staff.
* LTM Update
	+ NACAS will be sending calendar invites for each specific block of events during our time at University of Houston.
	+ The NACAS Board of Directors will meet at 3:00 PM CST on 2/24 and end at 12:00 PM CST on 2/26. Departures are suggested no earlier than 3:00 PM CST.
* Sales & Marketing Update
	+ NACAS’ email and social media campaigns were very successful, including 1,100 new LinkedIn followers in 2024 and exceeding our goal for an email open rate of 30%, ending with an open rate of 36.5%. Our click through rate was 5.87%, short of our goal of 7.5%.
	+ Revenue related to sponsorship and exhibitors was also substantially over our expected targets. 87 exhibitors have already rebooked for C3X 2025.
* Finance & Administration Update
	+ Our financial analysis suggests that we may come very close to breaking even in 2024.
	+ Our current cash flow is still tight, despite it being much more flexible than at this point in 2024. NACAS has a substantial amount of funds in AR which continues to flow in, which will support paying some remaining bills from 2024.
	+ NACAS’ insurance has been fully paid and our 1099s are almost finalized.
	+ CLA Accounting will be supporting NACAS on a part-time contract, providing GAAP and audit assistance.
* Learning & Development Updates
	+ DIAL’s year one review yielded a 100% satisfaction score from the cohort. A comprehensive review will be shared in February.
		- NACAS will be providing individual awards for the DIAL Cohort for their Inclusive Excellence Award.
	+ 24 individuals applied for CASP in 2024 and 17 passed the exam.
	+ 570 of our individual members signed up to our Online Learning Institute. 26 programs were held and 807 individuals participated across those sessions.
	+ C3X’s feedback yielded a 98.8% satisfaction score from attendees. The conference had a total of 1,133 registrants compared to 1,099 in 2023.
	+ Climate Lab held a successful pilot year, seeing over $50K in revenue generated ($20K net) and receiving generally positive feedback.
	+ Senior Executive Summit registration is now live. Join us at the Wigwam Resort in Arizona from April 27-30!
* Chief Strategy Officer Update
	+ NACAS is engaging in several partnerships to build online content, including CAUBO, NACUBO, and NACS. We are also engaging with SCUP and ACPA for our I-AM partnership, beginning with a joint presentation at ACPA’s conference.
	+ Technology updates have been a strong priority, both ensuring our back-end software can support our members’ needs while maintaining user-friendly online tools.
	+ Strategies are being deployed for both the recruitment and retention of our members with overall membership growth being a critical component of our 2025 success targets.

**Review and Adjustment of Strategy**

* Strategic Plan KPI/Metrics Update - Rich Steele, CASP
	+ Attachment was shared around current progress toward KPI completion.
* Treasurer’s Report - Neil Markley
	+ Neil met with NACAS’ auditor and there were positive conversations around the overall path forward for the 2023 audit completion.
	+ January and February typically have cash management needs due to the timing of revenue collections. A request was made to approve the use of reserves up to $100,000 to support cash management over these two months. Any use of reserves for this purpose will be repaid to reserves this fiscal year.

*M/S/P Jared Ceja, CASP/ Scott Seagren, CASP to approve up to $100,000 from reserves to manage cash flow. Unanimous vote.*

* Regional Engagement Task Force Update - Scott Seagren, CASP
	+ The RETF met in January and finalized a list of data needed to analyze CX conferences. This has been sent to regional CX coordinators and is due prior to LTM. The RETF will meet again prior to LTM.
	+ Andy also pulled together data to identify potential institutional prospects. The RETF provided clarification on the criteria to refine the list.

**Policy Determination: Public and Operational**

* Foundation MOU Review - Jim Dwyer, CASP
	+ The NACAS Foundation presented the attached MOU to streamline operations and expectations between NACAS and the NACAS Foundation. The MOU was approved by the Foundation Board and is proposed for approval for a one-year term.

*M/S/P Brett Jackson, CASP / Jared Ceja, CASP to approve the MOU as presented. Unanimous vote. Jim Dwyer abstained as Foundation Treasurer.*

**Routine Business**

* Foundation Update - Emily Messa, PhD, CASP
	+ 65% of the NACAS and NACAS Foundation Boards met the ‘soft launch’ of our giving goal in 2024.
	+ The C3X and CX Flip-a-Coin events saw a record breaking amount of donations generated for the Foundation.
* Board Progress Reports
	+ NACAS Central
		- Finalized the transition of banking to Wells Fargoand planning is well underway for the CX Conference and LTM.
	+ NACAS East
		- No update provided.
	+ NACAS South
		- An announcement was made soliciting interest in Membership Coordinator, South Rep to the National Board, and Vice President positions.
		- Concern was expressed that the Senior Executive Summit is close to South CX and that may result in southern institutional members having to make difficult choices for professional development travel.
	+ NACAS West
		- Appreciation was voiced for the letter of support around the California wildfires from the national board. West also sent a separate message to their members.
	+ Committee Chair Council
		- A full schedule has been established for CCC calls in 2025.
	+ C3X Committee
		- Subgroups were formed to develop C3X programming.
		- William and Jessica are working on recruiting a CSN rep and bringing UNLV back into membership to ensure successful campus tours.
	+ Executive Session

	*M/S/P Kristy Vienne, CASP / Brett Jackson, CASP to enter executive session.*

**Executive Session**

* Discussion was held around CEO performance, self-evaluation, LTM arrivals, and activities.

*M/S/P Scott Seagren, CASP / Emily Messa, PhD, CASP to adjourn executive session.*

 **Adjournment**

 *M/S/P Brett Jackson, CASP / Kim Rademacher, CASP to adjourn.*