



NACAS Central
Board of Directors Meeting Minutes
Tuesday, December 8th, 2020, 10:00AM (CT)/11:00AM (ET)

1. Call to Order

- a. The monthly Board of Directors of NACAS Central meeting was held on Tuesday, December 8, 2020.
- b. The meeting was called to order at 11:04 a.m.(ET) by NACAS Central President Sheila Wilson presiding and Angela Meldonian, Secretary.

2. Introduction of Members:

a. Members in attendance:

- i. Cal Diesgo – Conference Coordinator
- ii. Anita Hicks – Business Partner Liaison
- iii. Rhonda Laylo – Director At-Large
- iv. Angela Meldonian – Secretary
- v. Scott Seagren – Treasurer
- vi. Matt Suwalski – Past President
- vii. Sheila Wilson – President

b. NACAS National Office Representatives in attendance:

- i. Lillian De Lisle Stott
- ii. Jeff Tice

c. Members not in attendance:

- i. Gheretta Harris – Representative to National Board
- ii. Patrick Keenan – Director At-Large
- iii. Kim Rademacher – President Elect

3. Approval of minutes – Meeting 10/13/2020 and Annual Business Meeting 11/11/2020.

- a. Carl Diesgo motioned to approval the meeting minutes
- b. Anita Hicks seconded the motion to approve the meeting minutes
- c. Minutes were approved

4. Treasurer’s Report (Scott)

- a. End balances for the year:
 - i. Checking: \$68,546.41
 - ii. Savings: \$31,802.53

5. President’s Report (Sheila)

- a. Leadership Team Meeting (LTM) will be virtual 19-21, 2021
 - i. Calendar invites were sent out.
 1. Lillian to check on the calendar invite for Carl
- b. NACAS Strategic Plan
 - i. Documents attached in email send on XXX
 1. NACAS Board assumptions changed in red
 2. Central KPI’s – same as last year
 - ii. Review and send an email to Sheila and suggested changes
 1. Deadline for Sheila to submit is January 8th, 2021.
- c. NACAS Central Institutional Membership Support
 - i. NACAS Office developed a list of institutions that would be beneficial to continue support
 1. Meeting was held with regional presidents, Lillian, Jeff, Kelsey
 - a. Revenue stream concern
 - i. Due to institutions being unable to renew

- b. Other regions are supportive of idea but would like to be more thoughtful on how to allocate the funds to particular institutions
- 2. Jeff: Found that institutions are not completing the application process for financial support
 - a. Created spreadsheet of institution involvement over last two years
 - i. Institutions on list are those that have lapsed membership starting with January till December (2020).
 - b. Asking to consider not having institutions to go through application process but more based on participation criteria
 - c. Membership is down 15-20% compared to last year
 - i. Working towards a goal of 615 institutions
 - ii. Currently under 600 institutions
 - iii. Concern for business partners as membership continues to decline
 - d. In other regions, institutions are not responding to communication regarding regional financial support for their membership
- 3. Discussion:
 - a. Matt:
 - i. Without having a process we could potentially skip over institutions that really will utilize the membership benefits vs institutions taking the financial support because it is free
 - ii. Have the funds to support, just need a process
 - b. Angela:
 - i. Concern with financial support for those institutions memberships who will lapse in the new year
 - c. Lillian:
 - i. Other regions have more questions in their application and have had lack of response
 - ii. Central Application – 3 questions
 - iii. Matt:
 - 1. Reached out to 6 institutions
 - 2. (3 or 4) completed the application and we supported
 - 3. (1) was not interested
 - 4. (1) follow up with no response
 - 5. We set up to offer \$2500 quarterly
 - iv. Send out more members of that institution to increase reach if not receiving responses
 - d. Sheila:
 - i. Central Board prefers to reach out to institutions vs list generated
 - e. Anita:
 - i. Continue to work on getting updated institution contact information
- ii. [NACAS Central Website](#):
 - 1. Sheila:
 - a. Updated the landing page with image of College of Wooster
 - b. Added the President's Welcome
- iii. Future Board meetings scheduled on the second Tuesday of each month at 1:00pm (CT) and 2:00pm (ET)

6. National Office Updates (Lillian)

- a. Regional Conferences (CX) Outlook
 - i. Met with Kelsey, regional presidents and some of conference coordinators
 - 1. Looking into 2021 – what makes the most sense for CX
 - a. Central/East –in Boston in June 2021
 - b. South in Savannah in April 2021
 - c. West in Canada
 - 2. Holistic Conversation:
 - a. COVID and the ability travel
 - b. Budgets and the ability to travel
 - c. Virtual Components:
 - i. How to keep people engaged at the regional level?

- ii. Determine how the NACAS Office can support from staffing perspective
 - iii. Balancing the time needs for own campuses and CX planning needs
- 3. Ideas:
 - a. Option 1: (1) Virtual Joint Regional Conference
 - i. All four regions
 - ii. Still have regional conference dedicated time
 - iii. Shared Expo experience, potential for shared education
 - iv. Backend Perspective
 - 1. Better for back up of house support
 - v. Attendee Experience
 - 1. Marketed as Central Conference
 - 2. Only see Central details
 - b. Option 2: (2) Virtual Joint Regional Conferences
 - i. Central/East
 - ii. South/West
 - c. Other discussion:
 - i. Business Partners
 - 1. Day Rate or Bundled Package?
- 4. Discussion:
 - a. Matt:
 - i. Can we get feedback from C3X?
 - b. Rhonda:
 - i. Was ACUI Region V Conference Chair
 - 1. Was heavy lift for virtual programming
 - ii. Make Central programming specific
 - 1. Social type of program
 - c. Anita:
 - i. People are tapped out of virtual meetings
 - ii. Think outside the box
 - d. Scott:
 - i. Our Central CX very different than C3X
 - ii. If we do one educational session at time, will lose people
 - 1. Wide range of areas of expertise
 - iii. Networking has been the key for the Central CX
 - e. Carl:
 - i. End of fiscal year – who will have funds left to attend?
 - ii. Work to elevate engagement vs networking
 - f. Angela:
 - i. Look at the cost to Central for supporting our portion with historically lower CX participation than other regions
 - g. Matt:
 - i. Is it all or nothing in moving forward?
 - h. Lillian:
 - i. Each regions share is \$17,500 in supporting the back end
 - 1. Priced out evenly across regions
 - 2. Scott: Prorated based on number of attendees
 - 3. Cost is to cover expenses, not revenue based
 - ii. Decision could be made to not have an all joint conference
 - 1. If considering not joining, what would NACAS Office staffing support look like?
 - iii. Business Partner Feedback
 - 1. Focus group planned
 - 2. Discussing ideas for next year
 - 3. Feedback
 - a. Analytics – tons of engagement
 - b. During Expo – not as many live chats as expected
 - c. Expo Ed – good engagement

