



NACAS Central
Board of Directors Meeting Minutes
Tuesday, January 12th, 2021 1:00PM (CT)/2:00PM (ET)

1. Call to Order

- a. The monthly Board of Directors of NACAS Central meeting was held on Tuesday, January 12th, 2021
- b. The meeting was called to order at 2:03 p.m.(ET) by NACAS Central President Sheila Wilson presiding and Angela Meldonian, Secretary.
- c. Members:
 - i. Members in attendance:**
 1. Carl Dieso – Conference Coordinator
 2. Gheretta Harris – Representative to National Board
 3. Anita Hicks – Business Partner Liaison
 4. Patrick Keenan – Director At-Large
 5. Rhonda Laylo – Director At-Large
 6. Angela Meldonian – Secretary
 7. Kim Rademacher – President Elect
 8. Scott Seagren – Treasurer
 9. Matt Suwalski – Past President
 10. Sheila Wilson – President
 - ii. NACAS National Office Representatives in attendance:**
 1. Lillian De Lisle Stott
 - iii. Members not in attendance:**
 1. All members in attendance

2. Approval of minutes – Meeting 12/8/2020

- a. Gheretta Harris motioned to approval the meeting minutes
- b. Matt Suwalski seconded the motion to approve the meeting minutes
- c. Minutes were approved

3. Treasurer’s Report (Scott)

- a. Nothing new to report

4. President’s Report (Sheila)

- a. Leadership Team Meeting (LTM) will be virtual January 19-21, 2021
 - i. National Leadership Team and Foundation to meet on January 19th
 1. Additional information will come out for our responsibility for meetings on the 20th and 21st
- b. NACAS Strategic Plan
 - i. Review with the Strategic Plan Assumptions and Central KPI’s
 1. Sent last meeting
 - a. Let Shelia know if you need her to resend
 2. Sheila submitted our KPI’s from last time
 - a. As we move forward, we will need to address them with the next National Strategic Plan
 - b. Matt suggested to add steps/phases
- c. NACAS Central Institutional Membership Support
 - i. Jeff sent a spreadsheet to Shelia with the Central Memberships that have lapsed
 1. Shelia reached out to those listed
 2. Shelia to reach out to Patrick to review the spreadsheet

3. Difficult to get in contact with
 - a. Other regions having similar issues
 - b. Some regions are reaching out to other members of the intuitions until they actually get a hold of someone
4. Patrick: many campuses limiting travel due to budgets and professional associations memberships
 - a. Lingering effects after COVID of budgets and institutions being able to regain membership/participation
5. Gheretta: looking for an update on Central membership support
 - a. Central still asking for institutions complete the few questions vs automatically receiving additional financial support
 - b. Shelia to work with Patrick
 - c. Will continue to receive updates a memberships lapse
- d. NACAS regional and national volunteer committee and board recruitment and retention
 - i. Shelia participated last week in a committee chair council
 1. National creating a member onboarding that was offered for the first time this year
 - a. None of our new board members have participated
 - i. Possible delay in committee appointments and Central Board appointments
 - b. Lillian to follow up with slide deck for Patrick, Anita, Carl, and Rhonda
 2. National plans to be more inclusive
 - a. More intentional with nominating more committee members to serval on regional or national level
 - i. Share data between regions and national board about members who are interested in committee service
 1. Central Board in agreement to share
 - a. Matt: reach out for volunteers to see if current members are still interested or additional members are now interested
 - b. NACAS reaching out to Matt for a committee that will be launched in April to work on the slate on candidates for the National Board that will be presented at the next C3X.
 - c. Looking at skill sets may be needed for the association

5. National Office Updates (Lillian)

- a. Staffing reductions
 - i. Will overseeing membership
 - ii. Lillian still remain with Central
 - iii. Matt: asking to provide more context regarding the staffing reductions if possible:
 1. Gheretta: Finances did not go as projected for C3X
 - a. In order to position the association, the finance committee needed to make tough decision on reduction of expenses
 - b. Needed for sustainability
 2. Lillian: C3X Conference
 - a. Registrations came in at the last minute making it hard to project to the revenue that was coming in
 - b. Institutional Rate was successful
 - i. Over 1000 institutional people attended
 - c. Registration was not were it needed to be with unique members
 - d. Lapse in retention of memberships
 - i. Ended at 78% compared to past years of 93/94%
- b. LTM details to come out tomorrow
- c. Audit for expenses – Lillian to connect with Scott
- d. Senior Executive Summit in February – Virtual
- e. Anita requested a list of business partners before the meeting next week

6. 2021 CX (Sheila, Lillian)

- a. Update on NACAS East/Central Joint CX Conference decision (June 22-25, 2021 in Boston)

- i. Update on the status of planning
 1. No updates
 2. Make sure to include Carl at future meetings
 3. Not looking like in person CX conference in Boston is going to happen
- ii. Update for possible virtual alternatives/situations
 1. Lillian Follow Up Questions:
 - a. Joint Conference still – prorate for Central membership
 - i. Reduced to \$12,000 - \$13,000
 - b. Webinar Series
 - i. Staffing prospective – easier to do in one day
 1. Potentially one session at once
 - c. Discussion:
 - i. Scott: Less inclined to participate in a virtual CX
 1. Missing the networking
 2. Central historically focused on networking
 - ii. Gheretta: would we get participation from other members who may not typically participate due to cost
 - iii. Shelia: is vision to do quarterly or open house?
 1. How do we handle Annual Business Meeting?
 - a. Could postpone to C3X
 - iv. Kim: struggling to keep institutional members, may be some value for members/business partners for Joint CX
 - v. Anita: learn more from business partners to continue to build relationships and value
 - vi. Scott: where is East in planning:
 1. Lillian: leaning toward joint conference on back end but regional conference on the member end
 - a. Waiting came with hotel to move to a future date
 - vii. Matt: need to take a position on in person conference in Boston
 - viii. Patrick: meeting with business partners did not go well at C3X
 1. Return on investment for joint conference cost
 - ix. Scott: does not see what the \$12 -13,000 gets more than what we could do on zoom for free
 - x. Lillian: fee is for staff time/production cost to set up the virtual conference
 - xi. Rhonda: increase in webinars and attendees, does not make sense for Central to do on own when NACAS is already providing webinars
 1. What does it look like to members if don't participate in joint conference?
 - xii. Carl: still in same fiscal year, if people didn't have money in January, they won't have money in June
 1. Need membership feedback
 - xiii. Lillian: focus on engagement vs revenue
 1. Philosophy that we would be taking a loss at the National level
 - a. Is it worth it for one year?
 - b. With hopes of change in 2022
 - xiv. Matt: agree we need to have something
 1. Keep as low as possible with engagement as the focus
 - xv. Carl: continue to discuss what that engagement will look
 - xvi. Shelia: Discussions with other regions. Make decision firmly next month
 - xvii. Patrick: are dependent on East decision
 1. Shelia: No we can make independent decision
 - xviii. Carl: What is the reduced revenue vs expense for conference in the budget?
 1. Scott: we have reserve funding more about the value
 - xix. Carl: if all other regions, are we willing to not do it?

1. Matt: regions carve their own path historically, we should not feel like we need to do what other regions do. Historically our CX has a very different feel.
 - a. Need to have an Annual Business Meeting in summer
2. Scott: we are much smaller, not one solution fits all
- xx. Angela: like the idea of reaching out to our Central members but not sure the data we get back will be relevant as things are changing so quickly
- d. Shelia: formalize decision after LTM

7. Committee Reports:

- a. Awards (Kim)
 - i. No updates
- b. Business Partner Advisory Group (Anita)
 - i. No updates
- c. Membership (Patrick)
 - i. First membership meeting on January 7th
 - ii. Learning experience, good discussions
 - iii. Will report more next month
 - iv. Will get together with Shelia
- d. Professional Development (Rhonda)
 - i. Review of last year
 1. Increase in webinars held
 - a. 2019 = 52
 - b. 2020 = 63
 2. Increase in webinar participants
 - a. 2019 = Avg attendance 40 per session
 - b. 2020 = Avg attendance 105 per session
 - c. Positive of engagement from NACAS Members
 - ii. CSAP Exam will be remote through the end of 2021
 - iii. Worked on KPI's
- e. Communication Services (Vacant)
 - i. Reach out to Central membership before we just start asking people
 - ii. Lillian to work with Shelia

8. Other Business:

9. Adjournment:

- a. President Wilson called for a motion to adjourn.
- b. Matt Suwalski moved to adjourn
- c. Scott Seagren seconded the movement to adjourn.
- d. Motion carried. 3:03 p.m. (ET)

Respectfully submitted by:
Angela Meldonian, Secretary