



**NACAS Central**  
**Board of Directors Meeting Minutes**  
**Tuesday, February 9<sup>th</sup>, 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, February 9th, 2021
- b. The meeting was called to order at 2:02 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 1/12/2021**

- a. Correction made to correct spelling of Carl Dieso
- b. Carl Dieso motioned to approval the meeting minutes
- c. Anita Hicks seconded the motion to approve the meeting minutes
- d. Minutes were approved

**3. Treasurer’s Report (Scott)**

- a. Nothing new to report

**4. President’s Report (Sheila)**

- a. Leadership Team Meeting (LTM) Discussion
  - i. Sheila:
    1. a lot of things were shared in strategic values and the way the association is going
    2. Regional Presidents – format for CX discussion
      - a. What do members really want? How do we carryout networking?
      - b. Need to make decision
- b. NACAS Central Institutional Membership Support
  - i. Patrick and Sheila met – split up the list to reach out
    1. No one has replied
  - ii. Sheila spoke with South East Missouri State University
    1. Indicated that even with membership fees covered they would not move forward
  - iii. Patrick has reached out – no response
  - iv. Sheila will speak with William and then reconnect with William and Patrick how to move forward
  - v. Issues with identifying primary contact

- vi. Patrick:
  - 1. A second attempt is needed
- vii. Matt: another institution indicated they would rather give it to someone who might use it
- viii. Rhonda: take into consideration when determining planning for CX.
  - 1. We need to analyze perspective with members who may take advantage of their fees being covered but still not taking advantage of resources
- ix. Scott: Agrees. If they don't want to be members, we shouldn't pay them to be members
- x. Anita: What do these groups who are not members feel like what the value added might be to participate?
- xi. Matt: What we found, the primary contact may not be the person(s) actually participating
- xii. Lillian: Work with Will to look at primary contact vs names of participants. And with COVID could be time commitment. How do we create resources that do not involve a ton of time?
- c. NACAS regional and national volunteer committee and board recruitment and retention
  - i. Sheila: has anyone been reached out to?
    - 1. Communications Services Committee – One volunteer
    - 2. Lillian – Colin Wylie from the University of Wisconsin – Oshkosh
      - a. Ran past Abby and chair. Everyone thought it was a great fit. Receiving official letter and meeting invites

## 5. National Office Updates (Lillian)

- a. Upcoming events
  - i. Senior Executive Summit – February 16<sup>th</sup> and 17<sup>th</sup>
  - ii. Kelsey has been doing sessions at other events and programs
    - 1. Keynote at ICBA
    - 2. Pre Conference Session at NASPA
  - iii. Finance Committee meeting at end of month
    - 1. Review 20-21 Budget
    - 2. Look at projections based on how 2020 ended
  - iv. May – host volunteer recruitment webinar
    - 1. Did first time last year – committee focus, some national and board elements
    - 2. This year include region advertisements in additional
      - a. Future years look at it earlier to align with regional recruitment
      - b. Will reach out to Sheila with more details
  - v. Benchmarking Survey
    - 1. Have to participate to be part of the interactive dashboard
    - 2. Sheila – recommend to get as much time as possible because it is time consuming

## 6. 2021 CX (Sheila, Lillian)

- a. Update on NACAS East/Central Joint CX Conference decision (June 22-25, 2021 in Boston)
  - i. Current status of regional planning (See attached Revised 2021 Virtual CX Outline)
    - 1. Sheila: spoke with Jason. No way joint conference will happen. He is working on contract with Boston to negotiate to next year.
    - 2. Sheila: Central did not have a formal MOU for Boston conference. We need to decide what we want to do this year and what we want to do next year:
      - a. Join East in Boston
      - b. Continue with Cincinnati
  - ii. Discussion for virtual 2021 Central CX and annual business meeting
    - 1. Sheila: Review revised schedule for planning – in agenda package
      - a. Sheila, Anita, Scott, Carl, Kim – met after LTM to work on format ideas
        - i. We need to make a decision today
      - b. Carl: Given our size of region, tough to justify cost compared to other regions. Discussion to make it more engagement orientated vs educational orientated. Only need a couple sessions. If not going to spend a lot of money, how can we do something and offer at no cost to members? Open to business partners (could maybe ask to assist financially if needed) Not as formal as original format. Need to pick technology and team to start putting together. Looking at day experience. Less than 8 hours, not a series.
        - i. Look at timing to move from July to June

- c. Sheila: Asked other regional presidents if Central did not participate as other regions. They indicated it was Central's decision and would not have an impact
- d. Scott: something that is free to members/BP's/and region
- e. Anita: smaller region and meetings are more intimate. Maintain the intimate quality.
- f. Sheila: Scott was going to talk to his IT team. We could look at campus Zoom. Seems like there could be support depending on date. Carl, could look at conference software. There could be modest costs to it
- g. Rhonda: would there be an opportunity for expo?
- h. Carl: what is a vendor engagement? Would suggest higher than a zoom call if we are asking for those pieces
- i. Scott: BP would participate at no cost, informal participation/networking vs dedicated expo
- j. Kim: how do other board members feel?
- k. Matt: on board.
  - i. Free opportunity to recruit new participants
    - 1. Session returning members and new members
  - ii. BP could provide incentives to attend sessions
- l. Kim: BP could showcase solutions that they helped with campus navigate
- m. Sheila: Free but opportunities to donate to the foundation
  - i. Matt: heads or tails virtually???
- n. Patrick: Sounds like Central Office is okay with loss of funds. Regionally scholarship funds available. Could those funds be used?
  - i. Scott: yes, great way
  - ii. Sheila: would take a board decision to reallocate those funds
- o. Angela: Marketing and messaging important for participation
- p. Anita: what is it that we could do different or unique?
- q. Matt: panels are popular, time sensitive information that colleagues can take, in lieu of registration, donate to the foundation, we need to reach out to bring people with us
- r. Lillian: Operational pieces to think about:
  - i. Registration for the event
    - 1. Office runs so we have to track engagement
    - 2. Switched to new software- need to confirm they could still support
      - a. Are their ways to important data form other software?
  - ii. Donations to Foundations:
    - 1. Individuals vs collecting as a regional donation
    - 2. Impacts how we set up at registration
- s. Sheila: is everyone comfortable with everyone going on own for CX virtually
- t. Sheila: call for a motion
  - i. Matt Suwalski motion to approve
  - ii. Scott Seagren second motion to approve
  - iii. Motion passes
- u. Sheila: need to decide on date
- v. Scott: what are advantages vs disadvantages of July?
  - i. No cost to consider for budgets
- w. Sheila: had to go to July because of conference location availability.
- x. Scott: CX has historically been in June. Would align with other regions
- y. Sheila: Look at pre scheduled dates of June 22<sup>nd</sup> – 25<sup>th</sup>?
- z. Scott: what are other regions doing? Should we avoid conflict for BP?
- aa. Matt: other regions are June 7<sup>th</sup> – 10<sup>th</sup>
- bb. Sheila: west is moving forward, south is moving forward, east was checking with board but seems interested
- cc. Lillian: take a look at programming calendar. Propose dates to make sure it is not conflicting.
- dd. Rhonda: Likes June 10<sup>th</sup> – could be before people take vacation. Thursdays are good day for programming
- ee. Anita: Likes the week of June 21<sup>st</sup>

- ff. Carl: maybe two weeks after original date
- gg. Anita: Likes Thursdays
- hh. Lillian to look at dates available
- ii. Patrick: reason for steering away from the 10<sup>th</sup>?
- jj. Carl: since going own route, avoid potential conflict with other regions
- kk. Matt: messaging would be better, look at the 17<sup>th</sup> or 24<sup>th</sup> for better dates
- ll. Sheila: plan annual business meeting like normal

## 7. Central Representative to National Board (Gheretta)

- a. Focus on board values
- b. Talk and discussion on transparency
- c. Identify skills and expertise of members on the board when recruiting for future members. What are key aspects to look for in recruiting future members?
  - i. Will bring to the regional boards
- d. Communication and information sharing from National Board to Regional Boards. Single voice, consistent information sharing.
  - i. Lillian: does vary from region to region. Difference is level of detail but the content does not vary as much. Sometimes the timing of meeting does not line. Something more structured would helpful.
  - ii. Reaffirm to be intentional possible to give best summary from national meetings.

## 8. Committee Reports:

- a. Awards (Kim)
  - i. Participate in committee advisory report coffee check in
    - 1. New to committee roles - hasn't been a lot of communication from some chairs of advisory groups. Looking for more structured communication with expectations
    - 2. Lillian – mainly a concern with those groups that do not meet monthly. Being worked on.
- b. Business Partner Advisory Group (Anita)
  - i. Connected with Kennedy
  - ii. Received list of BP's for central region and connected with other region liaisons
    - 1. Do the other liaisons connect on a regular basis?
    - 2. Lillian: nothing formal but maybe have connected for specific topics but all 4 do sit on the BP advisory group which meet as needed.
- c. Membership (Patrick)
  - i. Appreciated Gheretta's feedback regarding information sharing
  - ii. Open to suggestions for what you like to hear
  - iii. Renewals are transition to a new timeframe
    - 1. Now June 1 to May 31
      - a. Depending when you started, you may be on a longer year
      - b. Eventually everyone will be on the renewal period
  - iv. Discussion on effective marketing regarding value to institution vs/both individual
  - v. Sheila: requested numbers of each region
    - 1. Central: 112
    - 2. East: 191
    - 3. South: 161
    - 4. West: 130
  - vi. Need a better sense of comparative numbers
- d. Professional Development (Rhonda)
  - i. 20/21 Professional Development calendar is out
  - ii. Role of committee is to help central office find presenters and topics for future programs
    - 1. Reach out for ideas
  - iii. Build contact list of subject experts
    - 1. Reach out to build list
- e. Communication Services (Vacant)
  - i. Sheila: received email from Colin. He attended a first meeting yesterday. Discussed topics for student author contest. Discussing changes to diversity rubric. Reviewing articles for spring issue.

## 9. Other Business:

- a. No other business

**10. Adjournment:**

- a. President Wilson called for a motion to adjourn.
- b. Carl Dieso moved to adjourn
- c. Patrick Keenan seconded the movement to adjourn.
- d. Motion carried. 2:57 p.m. (ET)

Respectfully submitted by:

Angela Meldonian, Secretary