



NACAS Central
Board of Directors Meeting Minutes
Tuesday, April 13th, 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, March 9th, 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. Rhonda Laylo – Director At-Large
 - 3. Angela Meldonian – Secretary
 - 4. Kim Rademacher – President Elect
 - 5. Matt Suwalski – Past President
 - 6. Sheila Wilson – President
 - ii. NACAS National Office Representatives in attendance:**
 - 1. DJ Pepito
 - iii. Members not in attendance:**
 - 1. Gheretta Harris – Representative to National Board
 - 2. Anita Hicks – Business Partner Liaison
 - 3. Patrick Keenan – Director At-Large
 - 4. Scott Seagren – Treasurer

2. Approval of minutes – Meeting 3/9/2021

- a. Carl Dieso motioned to approval the meeting minutes
- b. Kim Rademacher seconded the motion to approve the meeting minutes
- c. Minutes were approved

3. Treasurer’s Report (Scott)

- a. No report

4. President’s Report (Sheila)

- a. Phishing Scam –
 - i. Individuals were going to NACAS Leadership website, taking contact information, and creating messages
 - 1. NACAS removed the contact information
 - 2. Updated with Shelia Wilson contact information
 - 3. Requesting a NACAS Central email address
 - a. East was first to request
 - b. Would need to outline a process for monitoring and responding
 - i. Matt great for institutionalizing records
- b. Community Chair Council Meeting – Sheila will jump on when this call ends

5. National Office Updates (DJ)

- a. CEO Search Updates
 - i. General Timeline –
 - 1. Search committee is putting details together in what NACAS is looking for in a candidate

2. Soliciting feedback from stakeholders – Emily Mesa from the National Board is spearheading
 - a. Look for messages for feedback focus group, town hall opportunities
 3. Timeline will take its own course based on application and search process moves
 - a. Hopes to have someone in place in Fall and before C3X
 4. Search committee trying to move as fast as possible but be respectful of campus environments
- b. Regional Emails
 - i. Sheila to let DJ know if we want to move forward with that request
 - c. Program and Services Manager hired
 - i. Raj White – started last week – new staff member for online education
 - d. Spring Expo happening this week
 - i. Free education for business partners
 - ii. Good week to help make sales for CX events
 - e. Benchmarking deadline is this week Thursday
 - i. If you need more time, contact DJ.
 - ii. Not publicly extending deadline any further
 - iii. Matt: ACUI benchmarking allows you to see past years data that was submitted. Was able to request last years NACAS data, could we do this moving forward?
 - f. Campus CARE grant launched today
 - i. Email went out from NACAS Foundation
 - g. Starting to look at awards, scholarships, things that we would have traditionally promoted but have changed due to timing:
 - i. What needs to be promoted at CX conference
 1. Volunteer process over summer
 2. Thinking how we can engage members about opportunities coming up

6. 2021 CX (Carl)

- a. Funding Request for Platform to be used:
 - i. Asking for \$5200 to cover software and license cost
 - ii. Working with Conference and Events Services team at University of Cincinnati team
 1. Will provide registration, tech support – dedicated event manager working with us to keep us running
 2. Singular platform
 - a. Uses Zoom to host live calls
 - b. Simple to see use
 - c. Attendees would be able to:
 - i. Register
 - ii. Agenda of Day
 1. Drop to calendars based on what they want to attend
 - iii. Business Partner highlight on the homepage
 - iv. Virtual Business Partner to present information
 - v. Post live sessions
 - vi. Post scheduled meetings
 3. Opportunities to have business partner sponsor to help cover cost
 - a. Different level of sponsorship
 4. Sheila saw demo and thought it would be slick for our CX. Cincinnati providing support pro bono as part of their training of the platform
 - a. Angela on board
 - b. Matt defers to the conference committee
 - i. Have heard from two members asking what is going on with NACAS Central
 - ii. Need to get the word out
 - c. Carl was out last week on vacation
 - i. Requested to pull down 2020 info
 - d. Rhonda has stepped into marketing role
 - e. Need to get call from programs out
 - f. Kim spent time with DJ – reviewing the system.
 - i. Kim made some edits
 - ii. Meeting with committee after this meeting

- iii. DJ – you are not behind. Volume has not been high for other regional CX's
 - 1. Hard to get members call to action with all that is going on
- g. Kim was is pivot plan if we do not get proposals. How do we proceed?
 - i. Concern that members will have time to develop and share presentations
 - ii. Matt – call for programs should be plan B. We should be reaching out to our colleagues. Is there a theme? We should each take a session to try and fill.
 - iii. Angela – I would be willing to host a session that includes engagement
 - iv. Carl –
 - 1. Track A – primary details – business meetings, sessions
 - 2. Track B – networking – moderated sessions with intentional engagement spaces
 - v. Sheila – usually there is a session from NACAS CEO or membership updated –
 - 1. DJ – with no CEO – record updates and share throughout summer. Not necessary at CX's
 - 2. Carl – we can upload videos to platform
 - vi. DJ – if there is not ed sessions – can pivot to round tables or board members
- h. Motioned to move forward with software for Central CX Conference
 - i. Matt Suwalski motioned to approval the software costs
 - ii. Angela Meldonian seconded the motion to software costs
 - iii. Software cost was approved
 - i. Carl will send Sheila the contract to sign and work with Scott on payment
- iii. Central should have refunds/rolled over funds from cancellations from CX 2020
 - 1. 3 people from Central
 - 2. Carl to work with Scott
- b. 2022 Central CX– Cincinnati
 - i. Carl -will begin work after the CX 2021
- c. 2023 Central and East CX
 - i. Look forward to partnering in 2023
 - ii. Conversation to begin in summer late of 2023
- 7. Central Representative to National Board (Gheretta)**
 - a. Meeting on April 21st
- 8. Committee Reports:**
 - a. Awards (Kim)
 - i. Still have not meet
 - ii. Review the awards that are available. Encourage folks to nominate.
 - b. Business Partner Advisory Group (Anita)
 - i. No updates
 - c. Membership (Patrick)
 - i. April numbers improved compared to March
 - 1. Central: 124 (+4)
 - 2. East: 201 (+9)
 - 3. South: 173 (-1)
 - 4. West: 136 (+3)
 - ii. Personally outreaching to new and lapse members
 - iii. Newest Central Member
 - 1. Brock Rasmussen – Associate Vice President of Facilities at Minneapolis of Art and Science
 - d. Professional Development (Rhonda)
 - i. No updates
 - e. Communication Services (Colin Wylie)
 - i. No updates
 - ii. Student Author Contest was extended
- 9. Other Business:**

- a. Matt: Asked about updates to CX3
 - i. DJ – thoughts on if we should launch with a hybrid or only be virtual?
 - 1. Brining committee together seeing what insight is like at campuses
 - 2. Still have contact with Atlantic City in New Jersey
 - a. Still not sure what guidelines are for that far out
 - 3. Plan on launching registering soon for budgeting purposes
 - 4. Hearing a mix review
 - ii. Matt: hopeful for travel come December
 - iii. Angela: travel still cut for next year but hopeful to attend virtual component
 - iv. Kim: looking at budget reductions, less and less support from institutions for leadership positions, also constraints of travel
 - v. Carl: looking at December as well for possible travel
 - vi. Matt: were able to send more people for institutional membership for C3X
 - vii. DJ: Hybrid cost is very high. Battling perceptions.

10. Adjournment:

- a. President Wilson called for a motion to adjourn.
- b. Carl Dieso moved to adjourn
- c. Matt Suwalski seconded the movement to adjourn.
- d. Motion carried. 2:49 p.m. (ET)

Respectfully submitted by:
Angela Meldonian, Secretary