



NACAS Central Board Meeting

Date: September 13, 2022

Attendance:

Angela Meldonian (President), Anita Hicks (President-Elect), Amy Widau (Secretary), Scott Seagren (Treasurer), Kim Rademacher (Past President), Gheretta Harris (Central Rep - National Board), Chris Reed (Business Partner Liaison), Carl Dieso (Conference Coordinator), Rhonda Laylo (Director At-Large), Lynette Smith (NACAS National Office), Ron Portwine (Foundation Board), William Hurley (NACAS National Office)

Meeting called to order: 1:06pm CST

Approval of Minutes:

- Minutes for August approved
- Chris - motion to approve, Anita – 2nd motion, all approved

Treasurer's Report – Scott Seagren

- No updates, other than will add budget docs to Google share drive

President's Report – Angela Meldonian

- **Vacancies**
 - Still have Director at Large position open
 - Angela asked for a motion to nominate Dave Wiseley to the Membership Committee
 - Amy – motion
 - Kim – 2nd, all in favor
- **C3X – Schedule Discussion**
 - 10 confirmed Board Members for dinner
 - Time will be 6:30pm or 7:00pm
 - Carl is working on a reservation
 - Our Board will reach out to first timers to encourage attendance at the First Timer event
 - Sunday, November 13th; 10:15am – 11am
- **Membership Committee Initiatives – William Hurley**
 - All members will now renew at the same time nationwide
 - 35% of nationwide renewal lapses are from the Central region
 - Current membership – 112, down 8 from beginning of year
 - William proposed ideas of a Roundtable annually with all member schools of our region
 - Angela asked if we need to add a Marketing person to our Board
 - What can we offer more to the Central membership?
 - William will work with the National Board members to tag team emails to schools regarding membership renewals
 - William requested for the Central Board to financially support 1st year new schools' membership that would expire May 31, 2023 with a grace period until August 31, 2023
 - Request was 20% support from National, and 80% from Central

- Kenyon College
- Augustana University
- University of Missouri – St. Louis
- Pittsburg State
- Ozarks Technical Community College
- Carl – motion for Central to match the National Board offer
 - Gheretta – 2nd, all in favor
- Central region’s only regional touchpoints are only at the annual Central CX and C3X
- **NACAS Marketing Guidelines**
 - CX Regional Marketing Guidelines outlines was national will send out for communication of CX events
 - Lines out what regions are responsible for
 - We will still have the option to send emails from: central@nacas.org
 - Angela and Carl will meet with the East region and Joy to discuss the marketing strategy for our 2023 joint CX with East
- **Do we have the right board positions?**
 - We need to focus our efforts on increasing membership engagement and new member recruitment
 - Angela asked if we need to add 2 more Board positions to be more in line with what other regions are doing
 - West/South/East:
 - Membership Coordinator
 - Communications and Technology Coordinator – West & South only
- **NACAS Central Board Procedure Manual**
 - All Board members should review in depth so we can discuss at a future Board meeting if any revisions are needed

CX Conference Updates – Carl Dieso

- No updates as of yet for 2023 CX
- Carl proposed the Central Board pay \$1,500 to the UC Conference Team for their assistance with site selection for 2024
 - Angela – Motion to approve
 - Gheretta – 2nd, all in favor

Central Rep to National Board – Gheretta Harris – No updates

National Office Updates – Lynette Smith

- Lynette will share any new info on C3X through emails

Central Representative to the Foundation Board – Ron Portwine

- Next National meeting will be September 21st
- Will recommend 4 institutions for awards by the Foundation

Committee Reports

- a) **Awards (Kim)** – No updates
- b) **Business Partner Advisory Group (Chris)** – GrubHub ended up paying their balance from Central CX even though they didn’t attend

- c) **Membership (VACANT)**
- d) **Professional Development (Rhonda)**
 - Upcoming dates for professional development: 9/15, 9/21, 9/27, 10/4
 - Need bookstore related professional development topics other than affordability
- e) **Communication Services (Em. Daniels)** – No updates per Kim

Other Business: No other business

Motion to Adjourn: Carl

Motion Seconded: Anita

All in favor, none opposed

Meeting adjourned: 2:11pm