

NACAS Board Meeting Minutes

August 5, 2020

<input checked="" type="checkbox"/>	Ryan Greene, CASP	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Mark Ironside	President Elect	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input checked="" type="checkbox"/>	Matt Portner, CASP	Vice President	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Associate Executive Dir.
<input checked="" type="checkbox"/>	Sherry Davidson	Treasurer	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input checked="" type="checkbox"/>	Carlos Garcia, CASP	Past President	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input checked="" type="checkbox"/>	Gheretta Harris, CASP	Central Rep	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input type="checkbox"/>	Maria Hoagland	East Rep	<input checked="" type="checkbox"/>	Jeff Tice (part of mtg)	Director of Membership
<input checked="" type="checkbox"/>	Andy Meeks, CASP	South Rep	<input checked="" type="checkbox"/>	DJ Pepito	Director of Education & Research Strategy
<input checked="" type="checkbox"/>	Jared Ceja, CASP	West Rep			
<input checked="" type="checkbox"/>	Joe Eggleston, CASP	Member at Large	Guests		
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member at Large	<input checked="" type="checkbox"/>	Eddie Mills	Foundation President-Elect
<input checked="" type="checkbox"/>	Melissa Moore	Foundation President	<input checked="" type="checkbox"/>	Neil Markley	(Proposed Incoming VP)
			<input checked="" type="checkbox"/>	Martha Davidson, CASP	(Proposed Incoming At-Large)

FINAL 10-9-20

Call to Order / Roll Call

President Greene called the meeting to order at 1:02 p.m. and welcomed guests. The group shared what fall opening is looking like on their campuses.

Approval of June 17, 2020 Minutes

M/S/P Eggleston/Davidson “to approve the June 17, 2020 minutes as presented.”

10 “Yes” votes (one person arrived late)

Zero “No” votes

Zero abstentions

Review & Adjustment of Strategy

Treasurer’s Report

- Ms. Sherry Davidson reviewed the quarterly financials.
- The Joint Finance Committee met on August 4th and reviewed projections for the remainder of 2020, as well as 2021 budget drafts for both NACAS and the Foundation.
- The Finance Committee will meet again in September to review a revised 2021 budget.
- The 2019 Audit was included with the board materials.

The motion to approve the 2019 Audit comes from the Finance Committee and does not require a second.

Motion passed “to approve the audited 2019 financials.”

Eight “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

Zero abstentions

EIDL Loan Resolution

- NACAS received the EIDL loan. The board needs to sign a resolution with the Small Business Administration to approve the receipt and terms of the loan. This resolution will be executed by the NACAS CEO/Secretary, President, President Elect and Treasurer.

M/S/P Meeks/Ceja “to approve the execution of the EIDL Loan Resolution.”

10 “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

Zero abstentions

Membership Models

- Ms. Finn noted that there is an opportunity to consider our membership model to ensure sustained growth during this economically difficult time and to ensure our membership is accessible to all institution types. Mr. Turner noted that NACAS is looking at other ways to drive revenue outside of in-person events. NACAS would like to get more schools and more individuals engaged with NACAS. This will in turn create revenue growth and business partners would continue to see an ROI with NACAS.
- A small group is needed to brainstorm and bring back a recommendation to the board in September. Mr. Ceja, Ms. Harris, Mr. Meeks, Ms. Messa and Mr. Eggleston agreed to be on this subcommittee.

CASP Update

- Mr. Eggleston gave an update on CASP and presented a proposal for the future program format. Beginning in fall 2021, to be eligible to sit for the CASP exam candidates must obtain five credits from Leadership, Management, Marketing/Communications/Business Relations, Student Development and Operational Areas.
- A practice analysis is conducted every five years with the last one done in 2015. Therefore, NACAS is due to conduct one in 2020. The Certification Commission plans to partner with NACAS Research to conduct this.
- Historically, NACAS has reviewed and updated exam questions every five years. It is important to do this more regularly and the Commission is recommending an annual exam development. This will cost \$20,000 annually.
- NACAS is shifting to remote testing for 2020 due to the current environment which will be a cost savings. The Commission is recommending that NACAS continue with remote testing through the future and no longer offer an in-person exam at C3X.

M/S/P Eggleston/Meeks “to approve beginning fall 2021 to be eligible to sit for the CASP exam, a member will need five credits in five separate content areas going back four years.”

10 “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

Zero abstentions

Awards Slate

Ms. Finn noted that the awards slate was included with the board materials.

M/S/P Eggleston/Harris “to approve the 2020 Awards Slate as presented.”

Nine “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

One abstention

Board Nominations

Mr. Garcia reported that the Nominating Committee puts forth the following slate of officers for board approval.

NACAS Slate of Officers

Neil Markley for Vice President

Martha Davidson for At Large: Certification/Professional Development

Gheretta Harris for Central Representative to the Board

Maria Hoagland for one additional year for East Representative to the Board

The motion to accept the Board Slate of Officers comes from the Nominating Committee and does not require a second.

Motion passed “to accept the slate of officers as presented.”

Nine “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

Zero abstentions

Policy Determination: Public & Operational Foundation Bylaws Update

- Ms. Stott noted that the regional liaison position was originally proposed as a Foundation By-laws change, but it was decided to move it into the Foundation Policy Manual.

Foundation Board Slate

- Ms. Moore reported that there are four members rolling off the Foundation Board this fall: treasurer Laura Stevens, West director Tony Lynch, business partner Teri Bump and herself as president.
- The Foundation Nominating Committee met and recommended the following Foundation Board members:
 - President - Eddie Mills, Georgia Southern University [2-years]
 - Vice President - Jason Rex Tolliver, University of Illinois at Chicago [2-years]
 - Treasurer - Pam Burke, Shenandoah University [2-years]
 - Board Member (West region) - Krystal Lewis, Arizona State University [3-years]
- The Foundation board approved the board slate at their July 17th meeting.

M/S/P Moore/Portner “to approve the Foundation Board slate as presented.”

10 “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

Zero abstentions

Routine Board Business

C3X 2024 & 2025 Location Update

- Ms. Vercellone noted that we are launching a virtual component to C3X 2020 next week.
- Ms. Stott noted that legal counsel is needed for hotel contract negotiations. However, there is a conflict of interest with NACAS’ attorney, Venable as they also represent Hilton. A new law firm was selected to assist with C3X negotiations.

M/S/P Meeks/Messa “to form a partnership with Tenebaum Law Group for C3X negotiations.”

10 “Yes” votes (some members had to briefly leave the call)

Zero “No” votes

Zero abstentions

2021 LTM & Summer Board Meeting

- Ms. Vercellone noted that the 2021 Leadership Team Meeting will be virtual and asked the board to hold the dates of January 18-22, 2021 on their calendars until the schedule can be created.
- The 2021 summer board meeting will also be held virtually.

NACAS Office Update

- Ms. Finn noted that she held debriefs with Bob Barry and Deborah Huebler who both recently departed from the NACAS board.
- The NACAS office is officially virtual and all staff are working remotely.
- The staff is focused on creating a virtual C3X experience. There will be both an institutional rate and an individual rate.
- NACAS is wrapping up benchmarking. Members will have access to the tools soon.

NACAS Foundation Update

- Ms. Moore noted that the Foundation spent a great deal of time on their Strategic Plan during their summer board meeting.
- Fundraising events include:
 - Give Back Day held on August 3rd
 - Virtual Fun/Run/Walk
 - Cash Raffle
 - Custom labeled champagne and bourbon
 - Texas Hold'em in early 2021
 - NACAS pin
 - Virtual Flip-a-Coin

- The Foundation seeks to have 100% participation from both the NACAS board and the Foundation board in giving.
- Campus Care Grant - the Foundation is looking to give smaller increments in 2020 so that they can assist more campuses.
- The Foundation did not fundraise \$100,000 in 2019 and may not be able to continue to give that amount to NACAS in future years.

CCC Quarterly Report

- Ms. Messa gave a report on volunteer initiatives and the highlights of the Committee Chair Council quarterly dashboard.
- As of the end of July, NACAS has 439 paid institutional members. One of the goals of the Membership Committee is to poll committee members quarterly to identify educational topics to present to the Professional Development Committee.
- A new concept, BrandEd was held in July and had great engagement. The Business Partner Forum was successful and was designed for business partners to learn directly from institutional members.
- Ms. Messa's key goal as the at-large representative to the board and chair of the CCC is member engagement and increasing the inclusivity and diversity of volunteer leaders.
- The first Service, Leadership, and Volunteering with NACAS webinar was held on May 19th and will occur annually moving forward as part of the recruitment process. This webinar highlighted open committee opportunities, provided information on committee service and to share the application process.
- There is a new outreach opportunity underway to enhance member engagement and volunteer leadership on the committees by working with committee chairs, staff, and Ms. Messa through August 14th. This is to support the application process for open committee positions. The group is focusing their efforts on under-represented minority leaders and auxiliary services professionals at HBCU institutions that are not currently working on a committee.
- A brainstorming session is scheduled for next week with regional leaders to share thoughts and feedback on further developing and growing the pipeline to NACAS Board of Director positions.
- The plan for the fall is to on-board new committee members in addition to committee chairs.

Strategic Issues

Inclusive Excellence

- Mr. Ironside gave a presentation on pursuing inclusive excellence and reviewed the goals and objectives from the Leadership Team Meeting.
- Discussion was held on further defining and clarifying board values and including the regions on what is being done on a national level.
- Discussion was held on the article *Diversity Wins - How Inclusion Matters*.
- Ms. Pepito presented the results of the NACAS Climate Survey which provided insights on perceptions of culture and inclusiveness of the NACAS community.
- The board and staff split into breakout groups to brainstorm and identify values that the board can adopt to strengthen the board's collective ability and to advance the mission of NACAS.

M/S/P Moore/Harris "to adjourn the meeting at 5:03 p.m."

Nine "Yes" votes (some members had to leave the call early)

Zero "No" votes

Zero abstentions

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant