

NACAS Board Meeting Minutes

December 9, 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 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	Event Logistics
<input type="checkbox"/>	Carlos Garcia, CASP	Past President	<input checked="" type="checkbox"/>	Kennedy Turner	Lead – Business Development
<input type="checkbox"/>	Gheretta Harris, CASP	Central Rep	<input checked="" type="checkbox"/>	Chris Dastoli	Finance & HR
<input type="checkbox"/>	Maria Hoagland	East Rep	<input checked="" type="checkbox"/>	DJ Pepito	Lead – Programs & Services
<input checked="" type="checkbox"/>	Andy Meeks, CASP	South Rep	<input checked="" type="checkbox"/>	Jeff Tice	Membership
<input checked="" type="checkbox"/>	Jared Ceja, CASP	West Rep	<input checked="" type="checkbox"/>	Abby Hazekamp	Marketing
<input type="checkbox"/>	Joe Eggleston, CASP	Member at Large	Guests		
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member at Large	<input checked="" type="checkbox"/>	Neil Markley	Proposed Incoming VP
<input type="checkbox"/>	Melissa Moore	Foundation President	<input checked="" type="checkbox"/>	Martha Davidson	Proposed Incoming At-Large
			<input checked="" type="checkbox"/>	Eddie Mills	Incoming Foundation President

Draft 12-9-20

Call to Order / Roll Call

President Ironside called the meeting to order at 2:02 p.m.

Approval of November 2, 2020 Minutes

M/S/P Greene/M. Davidson “to approve the November 2, 2020 minutes as presented.”

9 “Yes” votes

Zero “No” votes

Zero abstentions

Strategic Issues

Board Values - Definitions

- President Ironside outlined the plan for defining board values. Each of the next four meetings will have a more in-depth discussion on one of the four identified values, each led by a different board member.
- Key components of what Growth mindset means to the NACAS Board include: open to feedback, open to new directions, and open to growing our leadership as board members
- Research has proven that having a Growth mindset leads to higher achievement. Examples of Growth mindset include a “Learn it all” culture (vs. “Know it All”) and taking on challenges as opportunities. These principles can be applied to learning and challenging the association business and board governance model.
- Ms. Messa volunteered to lead the conversation on Transparency at the next Board meeting.

Financial Report

- Ms. Sherry Davidson reviewed the revised projections for year end. There will be a loss for 2020.
- There will be an exception to the 10% retirement contribution. End of year projections show the 3% safe harbor contribution, and staff have been informed.
- Three positions have been eliminated from the NACAS staff and one position furloughed through January 31.
- While there will be a net loss this year, the loan funds support the loss and ensure stable cash flow in early 2021.

- The Finance Committee met on December 1. Ms. Davidson reminded the Board that the 2021 projection includes a hybrid conference; these projections will need to be revised in early 2021. The Finance Committee discussed the long term financial and investment strategy, with a goal of contributing to reserves annually. This is anticipated to begin in 2022 or 2023.
- Ms. Davidson announced that she will be resigning as Treasurer effective January 1, 2021 due to personal commitments. She thanked the Board and shared her appreciation for her service in the role.
- Mr. Ironside shared that the process has begun to find and appoint a new replacement for the Treasurer position. The timeline is expected to be completed by the end of January.

Review & Adjustment of Strategy

C3X Recap

- Ms. Finn reported that NACAS held the Business Partner Feedback webinar today and received great feedback for 2021 strategy.
- Mr. Turner shared an overview of the revenue gaps of C3X. Individual participation was strong with 972 attendees due to the institutional rate. There were 185 unique institutions present.
- Ms. Pepito provided an overview of attendee feedback from the Virtual C3X post-conference evaluation. There was a larger representation of mid-level professionals compared to the in-person experience. Important takeaways NACAS will consider from feedback themes include continuing to enhance the event platform, keep the length similar or reduce slightly, and add breaks in between sessions.
- Ms. Pepito reviewed the analytics from the conference platform.
- NACAS is putting together a spring expo concept.
- Ms. Finn opened the floor to Board members for open feedback and questions about C3X. Additional feedback was discussed: ensure the spring expo is separate enough from regional CX conference(s) in 2021; time zone was biased towards Eastern Time for networking events; sensitive topics such as contract negotiation should be limited to institutional attendees.

Committee Recruitment

Outgoing Debrief Questions Responses

- Ms. Messa reported that outgoing committee members were asked five questions about their experience on committee service.
- Common areas for NACAS to work on for committee service include: committee member on-boarding (under way); ensuring members participate in in-person activities when those return; ensuring full participation from members in awards submissions, writing articles on topical areas; continued focus on the value of NACAS for members.
- Committee members have enjoyed: connectivity that committee service brings; being part of NACAS volunteer leadership; meeting new people from across the country; helping to educate auxiliary professionals; collaboration that committee service brings; meeting in-person when possible.

Policy Determination: Public & Operational

Routine Board Business

NACAS Office Update

- No update provided.

NACAS Foundation Update

- No update provided.

CCC Quarterly Report

- No update provided.

Executive Session

M/S/P Portner/Messa “to go into Executive Session at 3:16 p.m.”

10 “Yes” votes (One person joined the call late)

Zero “No” votes

Zero abstentions

M/S/P Ceja/Meeks “to move out of Executive Session and adjourn the meeting.”

The meeting adjourned at 3:31 p.m.

Respectfully submitted,

Kelsey Harmon Finn
CEO

Lillian De Lisle Stott
Associate Executive Director