

# NACAS Board Meeting Agenda

## January 19, 2021

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|                          |                       |                      |                          |                        |                           |
|--------------------------|-----------------------|----------------------|--------------------------|------------------------|---------------------------|
| <input type="checkbox"/> | Mark Ironside         | President            | <input type="checkbox"/> | Kelsey Harmon Finn     | CEO                       |
| <input type="checkbox"/> | Matt Portner, CASP    | President Elect      | <input type="checkbox"/> | Lillian De Lisle Stott | Assoc. Executive Director |
| <input type="checkbox"/> | Neil Markley          | Vice President       | <input type="checkbox"/> | Kennedy Turner         | Lead – Business Dev.      |
| <input type="checkbox"/> | Vacant                | Treasurer            | <input type="checkbox"/> | DJ Pepito              | Lead – Programs & Svcs    |
| <input type="checkbox"/> | Ryan Greene, CASP     | Past President       | <input type="checkbox"/> | Lindsay Hodges         | Registrar                 |
| <input type="checkbox"/> | Gheretta Harris, CASP | Central Rep          |                          |                        |                           |
| <input type="checkbox"/> | Maria Hoagland        | East Rep             |                          |                        |                           |
| <input type="checkbox"/> | Andy Meeks, CASP      | South Rep            |                          |                        |                           |
| <input type="checkbox"/> | Jared Ceja, CASP      | West Rep             |                          |                        |                           |
| <input type="checkbox"/> | Emily Messa, CASP     | Member At-Large      |                          |                        |                           |
| <input type="checkbox"/> | Martha Davidson, CASP | Member At-Large      |                          |                        |                           |
| <input type="checkbox"/> | Eddie Mills           | Foundation President |                          |                        |                           |
|                          |                       |                      |                          | <b>Guests</b>          |                           |
|                          |                       |                      | <input type="checkbox"/> | Sherry Davidson        | Outgoing Treasurer        |

12:00 – 3:00 pm Eastern

Draft 01-19-21

- **Call to Order / Roll Call**

President Ironside called meeting to order at 12:04 PM

- **Check-in**

- **Approval of December 9, 2020 Minutes**

**M/S/P Mills/Greene “to approve the December 9, 2020 minutes as presented.”**

9 “Yes” votes

Zero “No” votes

Zero abstentions

### **Strategic Issues**

- **Board Values - Definitions**

- Transparency

- Ms. Emily Messa shared what she has learned about transparency within an organization and led a discussion.
- Discussion was held on clearly defining what information Regional Representatives should share with Regional Boards, and defining a consistent expectation for all Board members when interacting with volunteers or members.
- Mr. Greene volunteered to share his thoughts on Respect at the next meeting.

- **Inclusive Excellence continued work**

- National and Regional Board Recruitment and volunteer pipeline

- Ms. Messa reports having a successful recruitment cycle followed by an onboarding webinar for new committee chairs and members in 2020. She is planning to follow this up with a Spring check-in with new committee members.
- Conversations with President Ironside, Ms. Messa, and Ms. Stott have been had with the regional presidents on the current pipeline for board candidates. They are looking for assistance with offering diversity within both boards. Suggestions have been made to focus on those members in committees as a pipeline for board positions.
- President Ironside provided a Google Sheet “NACAS Board Recruitment Initiative” to be filled out by each board member by January 29, 2021. Feedback and comments are welcomed, with hopes to solidify the document by the next board meeting.

- This matrix will provide a visual of what the current board is as well as what the gaps are and what is needed from the regions.

- **Appointment of Jared Ceja as Treasurer**

**M/S/P Davidson/Meeks** to approve the appointment of Jared Ceja to fill the Treasurer vacancy.

**Mark Ironside** Yes

**Matt Portner** Yes

**Neil Markley** Yes

**Ryan Greene** Yes

**Gheretta Harris** Yes

**Maria Hoagland** Yes

**Andy Meeks** Yes

**Jared Ceja** Abstained

**Emily Messa** Yes

**Martha Davidson** Yes

**Eddie Mills** Yes

- Mr. Ceja and President Ironside provided updates on filling the West Regional Representative vacancy. The West Region has already identified several candidates for consideration.

- **Treasurer's Report**

- EOY 2020 Projected Financials
  - Ms. Sherry Davidson reported on the end of year projected financials for the year 2020. These numbers will be audited in early 2021.
  - NACAS will be taking advantage of COVID stimulus packages for the personnel category in 2021.
- Funding updates
  - It was reported that NACAS is eligible for the payroll protection program in the new round of funding. The application will be submitted as soon as the portal is available.
  - Employee retention tax credits have been extended through June 2021, with additional funding available per employee. NACAS will retroactively claim these based on PPP approval and timeline of use of funds.
- Finance Committee next steps
  - The Finance Committee will be meeting in February or March to make adjustments to the 2021 projections.
  - It was reported that Ms. Stott is serving as the Staff Liaison to the Finance Committee. Jaclyn Galan will be taking on more related to the day-to-day accounting operations
  - NACAS will be utilizing Alex Jimenez from Mekanik for 4-6 months to assist in setting up a financial plan to present to the Finance Committee.

Review & Adjustment of Strategy

- **Outgoing Board Member Feedback**

- Ms. Finn reported on feedback from Carlos Garcia and Joe Eggleston. Feedback included growth ideas and both are optimistic about the future of NACAS and the Board.
- A conversation with Melissa Moore is scheduled post board meeting.

Policy Determination: Public & Operational

Routine Board Business

- **CCC Quarterly Report**

- Ms. Messa reported there are 591 total paid members as of December 31, 2020. The Membership Committee is thinking about how best to advocate the value of a NACAS membership. This will potentially create a joint opportunity project with membership, professional development, and communication committees.
- Great participation numbers were reported from professional development with 7,779 in total NACAS participation.
- Sponsorship is down; there was a collective brainstorming session on the CCC call about new industries for new prospects, focusing on the active schools within membership.

- **2021 LTM Schedule**

- Mrs. Finn stated the invitation to LTM has been extended to more participants due to it being virtual. There will be time to have a care and concern conversation, small group conversation and create a welcoming environment to take the pressure off.
- Ms. Messa reported the pipeline conversation will include where NACAS has been and where it will be going with a focus on growth.
- President Ironside plans to get a feel on the current needs of the institutions, investigating the changing needs and new areas. Mr. Portner will lead the discussion on current needs and how they impact the current strategic plan.
- **NACAS Office Update**
  - The 2020 Annual Report was emailed to all board members email inboxes.
  - The virtual summer board meeting will be held the week of July 19. A schedule and calendar invitations are forthcoming.
  - Ms. Finn reported the NACAS Staff continues to organize and transition their rolls.
  - President Ironside and past presidents have coordinated a shared gift for Marcia Oakley's time and participation with NACAS.
- **NACAS Foundation Update**
  - Foundation Year in Review
    - President Mills reported while it was a challenging year, the net revenue is higher than projected around \$20,000 ahead of the budget. The Virtual Fun Run was successful.
    - The Board has four small groups (activities, individual giving, partnerships and long-term financial planning), focusing on the goals and KPIs.
  - Campus Care Grant donations
    - The Campus Care Grant was awarded to four institutions in 2020. Sodexo has committed \$10,000 towards the Grant in 2020.
    - There is a goal for 2021 to have a fully funded grant with Business Partner sponsorships.

- **Adjourn**

**M/S/P Mills/Gheretta “to adjourn meeting.”**

The meeting adjourned at 1:31 p.m.

**2021 Board Calendar & Meeting Topics**

**March 17** – 2021 budget process, LTM follow-up

**April 21** – (Joint Finance Committee Meeting in April – executive committees only), 1st quarter 2021 CCC quarterly report/quarterly dashboard

**June 16** -

**July** – 2<sup>nd</sup> quarter 2020 financials, 2<sup>nd</sup> quarter 2021 CCC quarterly report/quarterly dashboard, board and committee nominations – slate of officers,

**September 22** -

**October 15** – 3<sup>rd</sup> quarter 2020 financials, 3<sup>rd</sup> quarter 2021 CCC quarterly report/quarterly dashboard, conflict of interest statements and confidentiality statements

(Note: quarterly NACAS and Foundation financial statements and the CCC quarterly report/quarterly dashboard to be provided at LTM, after the Finance Committee meets in April, during the summer board meeting and at C3X)

***College Services Magazine***

**Theme**

Spring: Crisis Communication

Summer: C3X/Conference

Fall: TBD

Winter: Leadership

**Content due:**

January 22<sup>nd</sup>

April 23<sup>rd</sup>

July 29<sup>th</sup>

November 2<sup>nd</sup>

**Future C3X Conferences**

**NACAS 53<sup>rd</sup> Conference**

October 17-20, 2021

[Harrah's Resort Atlantic City](#)

Atlantic City, NJ

**NACAS 54<sup>th</sup> Conference**

November 13-16, 2022

[Caesar's Palace Las Vegas](#)

Las Vegas, NV

**NACAS 55<sup>th</sup> Conference**

November 5-8, 2023

[Intercontinental Toronto Centre](#)

[Fairmont Royal York](#)

[Delta Hotels by Marriott Toronto](#)

[Marriott Toronto City Centre](#)

Toronto, Ontario Canada

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**Leadership Team Meeting 2021**

January 19 – 21, 2021

Virtual LTM