

NACAS Board Meeting Minutes

September 22, 2021

<input checked="" type="checkbox"/>	Mark Ironside	President	<input checked="" type="checkbox"/>	Matt Marcial	Chief Executive Officer
<input checked="" type="checkbox"/>	Matt Portner, CASP	President Elect	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Chief Operating Officer
<input checked="" type="checkbox"/>	Neil Markley	Vice President	<input checked="" type="checkbox"/>	Kennedy Turner	Chief Revenue Officer
<input checked="" type="checkbox"/>	Jared Ceja, CASP	Treasurer	<input checked="" type="checkbox"/>	DJ Pepito	Chief Programs Officer
<input checked="" type="checkbox"/>	Ryan Greene, CASP	Past President	<input checked="" type="checkbox"/>	Molly Caldera	Admin Assistant
<input checked="" type="checkbox"/>	Gheretta Harris, CASP	Central Rep	<input checked="" type="checkbox"/>	Lindsay Hodges	Registrar & Ops Manager
<input checked="" type="checkbox"/>	Maria Hoagland	East Rep			
<input type="checkbox"/>	Andy Meeks, CASP	South Rep		Guests	
<input checked="" type="checkbox"/>	Lisa Goberis, CASP	West Rep	<input checked="" type="checkbox"/>	Brett Jackson, CASP	Incoming VP
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member At-Large	<input checked="" type="checkbox"/>	Monica Rattigan	Incoming East Rep
<input checked="" type="checkbox"/>	Martha Davidson, CASP	Member At-Large			
<input checked="" type="checkbox"/>	Eddie Mills	Foundation President			

September 22, 2021
2:00-3:30pm Eastern

1. Call to Order / Roll Call

- President Ironside welcomed new CEO Mr. Matt Marcial to his first NACAS Board meeting.

2. Approval of Minutes

M/S/P Goberis/Mills "to approve the minutes of the July 22-23 and August 18 meeting."

10 "Yes" votes

Zero "No" votes

Zero abstentions

Strategic Issues

3. CEO Onboarding

- President Ironside shared the CEO onboarding schedule. Mr. Marcial has introductory meetings scheduled with NACAS and Foundation Board members, Regional Presidents, and various CHEMA CEOs in the coming weeks and is looking forward to sharing insight and ideas after all meetings have wrapped up.

4. Board Values

- President Ironside shared the summary document of the NACAS Board Values defined: transparency, respect, growth mindset, and inclusion. It was included in the search process for the new CEO and will be part of new Board Member orientation and nominating process moving forward.

5. ED-F Collaborative Project (Systemic Change On Campus)

- Ms. Pepito gave an update on this project. NACAS, SCUP (Society for College and University Planning), and ACPA (American College Personnel Association) have identified core values and a shared vision for a potential collaboration on addressing systemic change on campus. A small committee of stakeholders from each Association has met to review the core principles of the project and provide feedback. For NACAS, the volunteers involved in the project discussions are

Mr. Markley, J. Rex Tolliver, and Angela Peterson. These stakeholders have been tasked with bringing the core principles back to their campuses with discussion questions to share with their teams for continued feedback.

Review & Adjustment of Strategy

6. Treasurer's Report

- Mr. Ceja spoke about strategic issues including expenses related to continuing hybrid conferences, Board travel, and the management fee model for the NACAS Foundation and Regions.
- A discussion regarding hybrid C3Xs moving forward concluded that hybrid is the way of the future and an easy way to expand the NACAS audience, especially for those on limited travel budgets from their institutions. The additional investment will allow for expanded reach.
- The Board reviewed and discussed several budget scenarios on board travel and agreed to include a lower-cost, in-person LTM in the proposed 2022 budget.
- The management fee model was reviewed. Moving forward, the Foundation will provide a management fee for services provided by NACAS. At this time the Foundation is not budgeting for additional program support in 2022. The Regions have been presented proposals for services inclusive of general support and CX-related support. The East region has agreed to move forward at the same level as previous years, and the other three regions are currently discussing what services are needed in 2022. The consensus among Board discussion was that \$18,500 was a fair number to be charging, while also expressing concern over budget projections and planning events in 2022 due to continued uncertainty surrounding the COVID-19 pandemic. There was discussion on prorating the fees based on size and scale of the work required for each region. Ms. Davidson recommended the NACAS office to create a formula so it can be scaled or adjusted in future years.
- The finance committee role was discussed. Moving forward, there is desire for the NACAS finance committee to meet to discuss the NACAS finances, with a joint meeting between NACAS and Foundation occurring once a year.
- Mr. Ceja spoke about 2021 projections and reviewed the budget for 2022. NACAS is pacing towards the projections for 2021 and will be applying for Paycheck Protection Program forgiveness.
- NACAS staff will make the requested adjustments to the 2022 budget and present a final budget to the Board in October.

M/S/P Davidson/Portner to “approve the Board Resolutions to add Matt Marcial as an Authorized Individual to the NACAS Fidelity Account and to remove Kelsey Finn.”

11 “Yes” votes

Zero “No” votes

Zero abstentions

Policy Determination: Public & Operational

7. 2021-2022 Committee Appointments

- Ms. Messa and Mr. Portner presented the 2021-2022 NACAS Committee appointments to the Board. Both expressed great pleasure over the application turnout and the variety of people who were placed.

M/S/P Portner/Ceja to “approve the slate of committee appointments as presented.”

11 “Yes” votes

Zero “No” votes

Zero abstentions

Routine Board Business

8. NACAS Office Update

- Ms. Joy Sinclair was recently brought on as a marketing contractor to support the team through C3X. The office is looking to fill the full-time marketing role ASAP when C3X is over.
- Mr. Marcial gave updates on C3X. Registrations continue to rise. Mr. Marcial is working with Mr. Hurley, Ms. Sinclair, and Mr. Turner on a flash sale promotion for virtual institutional registrations which will last for one day and be launched in the next couple of weeks. Ms. Caldera is handling the logistics surrounding the hotel room confirmations for C3X. She will be reach out shortly via email with those numbers. A detailed “Know Before You Go” document will be shared with all Board members prior to C3X.
- Board Member orientation for new board members will be hosted in mid-November.
- An in-person team development trip for the NACAS staff will be hosted in December in Richmond, VA. Staff is currently in the process of planning.
- Mr. Marcial expressed hope in looking at a new model for the Senior Executive Summit in February 2022. NACAS would invite about ten business partners who would each host one institution. Mr. Marcial stated he believes this model would provide rich networking opportunities and be a desired opportunity for both business partners and institutions to participate in.

9. NACAS Foundation Update

- Mr. Mills gave an update from the NACAS Foundation. The Campus Care Grant team is meeting next week to select winners. Fundraising for the Fun Run is ongoing, with the run will be held virtually October 4-10, 2021.

10. Executive Session

M/S/P Ceja/Mills to “move to Executive Session.”

10 “Yes” votes

Zero “No” votes

Zero abstentions

M/S/P Hoagland/Davidson to “move out of Executive Session.”

10 “Yes” votes

Zero “No” votes

Zero abstentions

M/S/P Mills/Greene to “to adjourn the meeting at 3:25pm.”

10 “Yes” votes

Zero “No” votes

Zero abstentions

Respectfully submitted,

Matt Marcial

CEO

Molly Caldera

Administrative Assistant