

# NACAS Board Meeting Minutes

## February 9, 2022

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<input checked="" type="checkbox"/>	Matt Portner, CASP	President	<input checked="" type="checkbox"/>	Matt Marcial	Chief Executive Officer
<input checked="" type="checkbox"/>	Neil Markley	President Elect	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Chief Operating Officer
<input checked="" type="checkbox"/>	Brett Jackson, CASP	Vice President	<input 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"/>	Mark Ironside	Past President	<input checked="" type="checkbox"/>	Beverly Hastings	Exec. Asst. & Vol. Mgr.
<input checked="" type="checkbox"/>	Gheretta Harris, CASP	Central Rep	<input checked="" type="checkbox"/>	Ashley Vercellone	Director of Events
<input checked="" type="checkbox"/>	Monica Rattigan	East Rep			
<input checked="" type="checkbox"/>	Andy Meeks, CASP	South Rep			
<input type="checkbox"/>	Lisa Goberis, CASP	West Rep			
<input checked="" type="checkbox"/>	Emily Messa, CASP	Member At-Large			
	<i>Attended virtually</i>				
<input checked="" type="checkbox"/>	Martha Davidson, CASP	Member At-Large			
<input checked="" type="checkbox"/>	Eddie Mills	Foundation President			

February 9, 2022 - 1:00-5:00pm Central

### 1. Call to Order / Roll Call

President M. Portner called the meeting to order at 1:02pm

### 2. Approval of Minutes

- December 8, 2021 Regular Meeting  
**M/S/P Ceja/Meeks “to approve the December 8, 2021, minutes as presented.”**  
11 “Yes” Votes  
Zero “No” Votes  
Zero Abstentions

### Strategic Issues

#### 3. Membership Survey Highlights

- Ms. Pepito presented the results of the institutional member survey for review and discussion among the board. These results will guide the LTM activities and planning strategy discussions.

#### 4. Regional Relationship Discussion

- Mr. Marcial recapped regional discussions held related to the support agreements and the overall costs related to the proposed levels of support. The support provided to regions requires financial support in order to focus NACAS resources away from national programs that bring revenue to NACAS.
- The Central Region has agreed to a base level of general support to NACAS (\$8,500); for their CX event, they have a partnership with the University of Cincinnati.
- South has committed to CX-related support for registrations and general technology (app, call for programs, etc) (\$10,000); South has not committed to the general support to NACAS.
- East has an existing MOU for both event management and financial management (\$30,000).
- West has committed to the general support to NACAS, as well as registration support (\$11,500).
- The NACAS Board and Regional Presidents Joint meeting will occur tomorrow. The goal is for regions come together on which model is preferred, take to their Board, and then regroup with each before we address budgeting for 2023.

## 5. Nominating Committee Process

- Mr. Ironside suggested additional questions for volunteers in nomination process, including a bio and questions around interest and skillsets for the position.
- Mr. Ironside also suggested to consider gaps in matrix for Board recruiting process, skills and DEI: [Board Recruitment Initiative Matrix](#)

### Review & Adjustment of Strategy

## 6. Treasurer's Report

- Year-end 2021 Financials
  - Mr. Ceja presented the unaudited financials for year-end 2021. Overall, NACAS is projecting to end the year about \$300,000 in the black primarily due to PPP forgiveness and Employee Retention Credits.
  - Mr. Ceja also reviewed the impact of the CARES Act funding and indicated that even without the \$380,744 in funding, NACAS achieved net \$108,802 better than expected.
  - The expenses were in line with expectations.
- Recommendation for Audit firm
  - The RFP for Audit and Tax Services was sent out and received multiple proposals; the Finance Committee reviewed two finalists and is recommending Wegner CPAs.

**Motion: Finance Committee recommends that NACAS move forward with a three-year engagement, with an option to opt-out after one year, with Wegner CPAs to provide the annual audit and tax services.**

**This motion comes forward from the Finance Committee and does not require a second.**

**Motion passed to approve" NACAS moving forward with a three-year engagement, with an option to opt-out after one year, with Wegner CPAs to provide the annual audit and tax services."**

11 "Yes" Votes

Zero "No" Votes

Zero Abstentions

## 7. C3X 2024 & 2026 Locations

- Ms. Vercellone provided an update on the RFP for 2024 and 2026 C3X locations, sent to Texas, Florida, and Atlanta venues for 2024, and Washington, D.C., Boston, Indianapolis, and Chicago venues for 2026.
- Based on the proposals received, Ms. Vercellone recommended Orlando for 2024 and Washington, DC or Indianapolis for 2026. She and Mr. Marcial will be going on site visits through March, and will bring a final recommendation on venues to the April Board meeting.
- The 2025 C3X will be in Las Vegas as part of the negotiations from 2021.

**Short Break at 2:22pm until 2:30pm**

## 8. Outgoing Board Member Feedback

- Mr. Marcial provided the feedback and insights from the two exiting board members about their time on the board of directors.

### Policy Determination: Public & Operational

### Routine Board Business

## 9. CCC Quarterly Report

- Ms. Messa reported key updates from the CCC. Committee recruitment received 60 committee applications for 2021, and the CCC is continuing this work into the 2022 recruitment cycle.
- Ms. Messa reported positively on retention and new joining members. There is also strong participation at the virtual webinars, and NACAS is overall seeing more engagement from small institutions.

#### 10. LTM Schedule Overview

- Mr. Marcial walked through the upcoming Leadership Team Meeting schedule for the next day, including small group discussion and presentation topics.

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#### 11. NACAS Office Update

- Staffing Updates
  - Mr. Marcial welcomed Beverly Hastings, Executive Assistant and Volunteer Experience Manager, to the team; she will be working with the volunteer groups, planning LTM and supporting the board of director events.
  - The director of membership position held by William Hurley now reports to the COO as it better aligns with the technology goals.
- Naylor contract update and media services review
  - Mr. Marcial explained Naylor is our partner for college services magazine and e-communications. After review of contract, NACAS has gone to RFP process.
  - A new media partner will be selected by the summer.
- Finance and HR structure
  - Mr. Marcial updated on the Professional Employer Organization (PEO) model, which was paused, but has been recently reviewed. Recommendations expected for April board meeting.
- Senior Executive Summit
  - The Senior Executive Summit held in Palms Springs has been sold out. The new model encourages business partners to participate and host one institutional member to participate. There are also ten additional institutional slots that sold quickly. There will be roundtables and high profile speakers, as well as golf and spa opportunities.

#### 12. Foundation Update

- Mr. Mills updated on the foundation working groups focused on aligning with Foundation priorities.
- The Foundation raised funds through virtual events and kept expenses low in 2021.

#### 13. Executive Session

- **M/S/P Harris/Ceja** to “move into Executive Session” at 2:57pm CT.
- **M/S/P Meeks/Goberis** to “move out of Executive Session and adjourn” at 3:31pm CT.

Friday, February 11

12:00 – 1:00 pm

#### 14. Open Items from LTM

- President Portner called meeting to order at 11:52am CT.
- Mr. Marcial gave an overview of the LTM session, which was productive and set the tone for continuous improvement in defining goals for strategic plan.

- Mr. Marcial emphasized future alignment between the NACAS Board, members, Business Partners, Foundation, and Regions.

**15. Adjourn**

**M/S/P Meeks / Ceja to adjourn at 12:27pm**

Respectfully submitted,

Matt Marcial CEO

Beverly Hastings Executive Assistant