

State of the Association

NACAS Regional Conferences
2017



Your NACAS President

Diane Reynolds, CASP

Assistant Vice President for Business Services

Virginia Commonwealth University – Richmond, VA

NACAS: The Organization for College Auxiliary Professionals

Training and Professional Development

Networking opportunities

Keeping current of emerging trends

Pairing campus needs with Business Partners

Mentoring the next generation of auxiliary professionals

Creating a Shared Vision for NACAS

National Office

Leadership Team Meetings

Committee Participation

Regional Boards

Member engagement

Conferences



134

The logo for CASP features a stylized letter 'C' on the left, composed of eight segments in various shades of green, arranged in a circular pattern. To the right of the 'C' are the letters 'ASP' in a bold, grey, sans-serif font.

CASP

What does it mean to be CEO?





2016: A year of listening





Impact

Where are we now?



Membership



Total Institutional
Members: 708



Regions
Central: 136
East: 241
West: 130
South: 197



202 Business Partners



Overseas
members: 6



New Members
(since April 2016): 57

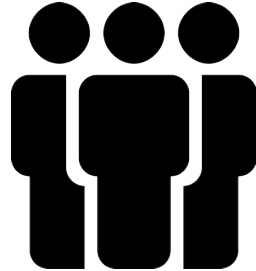


Active Individuals: 6,056

Professional Development



14 Webinars with
435 Attendees



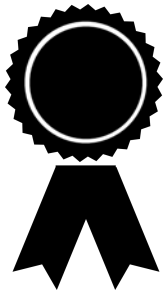
3 Virtual Roundtables
with 93 Attendees



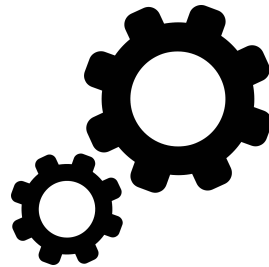
3 Institutes with
56 Attendees



11 new CASP
recipients



\$7,825 in
Awards and
Scholarships

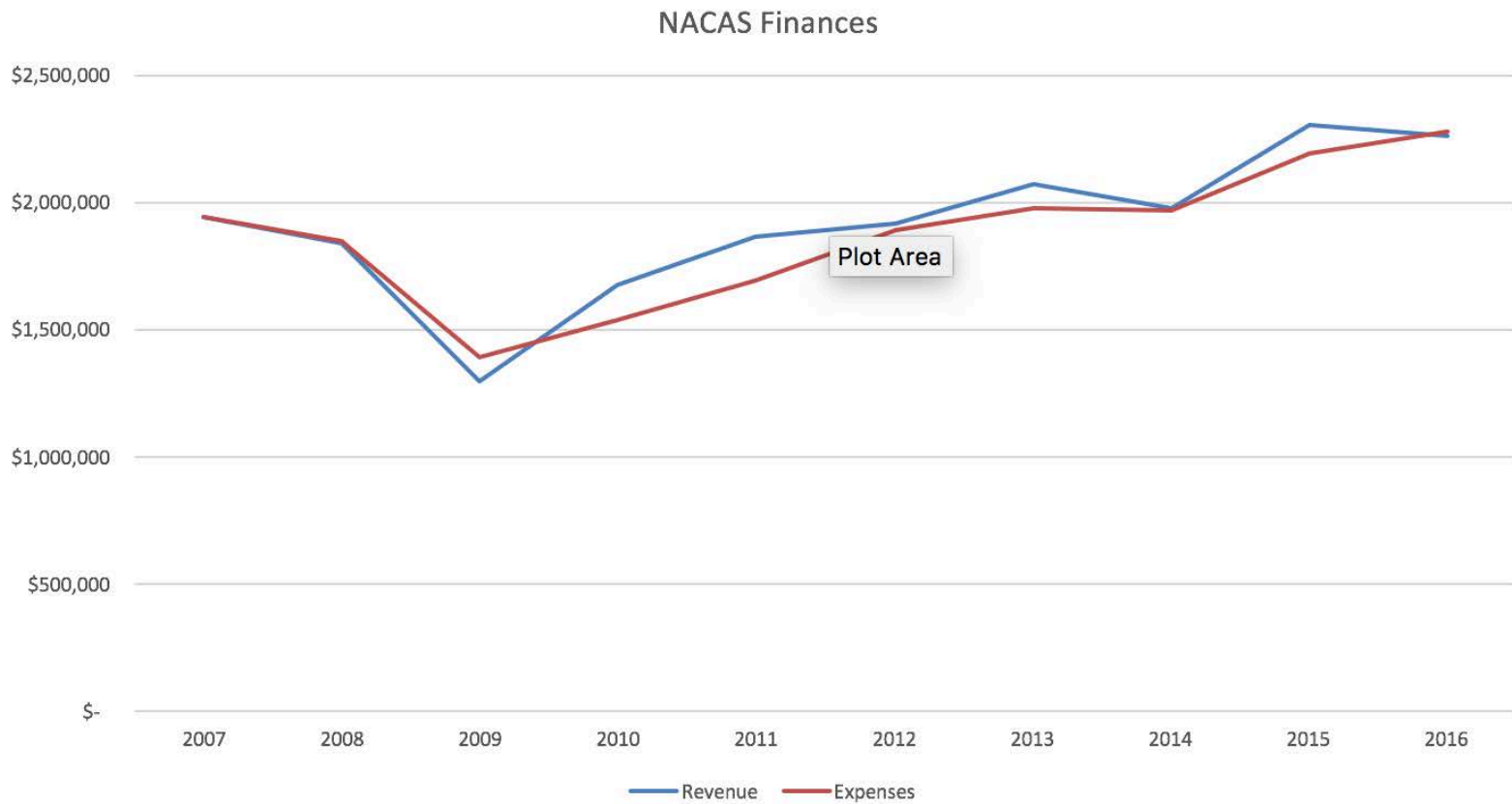


2 Pre-Conference Workshops
with 47 attendees



1 pinnacle event created specifically for the
campus auxiliary services industry

Finances



Organization, Structure & Culture



2017: A year of action

Purpose. Promise. Position.



NACAS

Rebranding Initiative

What we do.

Who we are.

Why it matters.

63 Brand Exercise Participants

24 Phone Interviews

7 Video Interviews

9 Collaborative Strategic Meetings & Workshops

Weekly Conference Calls

Market & Competitive Research

5 Leadership Presentations

18% participation

NACAS provides...

Solutions. To enrich experiences and quality of life for students.

Resources. To inform our members' decisions on campus transformation.

Counsel. To build our Business Partners' brands within campus communities.

Innovation. To improve the financial health of higher education institutions.

Leadership. To advance and sustain campus environments worldwide.

We are...

Enriching the Campus Experience.

NACAS

ENRICHING THE
CAMPUS EXPERIENCE



NACAS Green is symbolic of new beginnings, innovation and financial health.

NACAS Green is a fresh and zesty yellow-green shade that evokes the first days of spring when nature's greens revive, restore and renew. Illustrative of the lushness of opportunity, NACAS Green signals members, partners, volunteers, constituents and beyond to take a deep breath, oxygenate and reinvigorate.

BRAND PURPOSE

NACAS is a professional trade association that supports the non-academic segment of higher education responsible for generating business through a diverse array of campus services that students need and value, such as food services, bookstores, housing, and transportation.

As the leading organization supporting all campus services, NACAS is the community-of-choice for strategic leaders who advance campus environments to improve quality of life for students. Our members oversee multiple services and make executive decisions that shape them to create hospitable and well-rounded campus communities.

BRAND POSITION

Founded in 1969 as the National Association of College Auxiliary Services, NACAS is the premier organization that convenes executives from higher education institutions and those from businesses that supply campus service solutions.

Our members work at a leadership level within 4-year and 2-year colleges and universities located worldwide. With buying power, business acumen, and a vision for how modernized services can elevate campus experiences, they lead change for the benefit of students and the health of their institutions.

From innovative start-ups to time-honored brands, our Business Partners are essential to the fabric of NACAS and offer diverse solutions that meet the authentic needs and desires of students.

BRAND PROMISE

Every day, thousands of NACAS members and Business Partners collaborate to create customized campus services that are unique and meaningful to each school's community. NACAS provides the richest bank of data, resources, educational experiences, leadership development, connections, and progressive business models to fuel this high-level collaboration.

Leaders engaged in NACAS are dedicated to developing and implementing service solutions that advance, transform, and future-proof campus environments. These solutions generate reinvested revenue and empower students with advantages and choices that enrich their campus experience.

NACAS. Where campus service visionaries and top solution innovators converge.

south region
NACAS

central region
NACAS

west region
NACAS

east region
NACAS

ed foundation

NAOCAS

NACAS

What else?

NACAS
ENRICHING THE
CAMPUS EXPERIENCE

NACAS

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CELL
NACAS

Member Benefits
Events
Business Partners
Regions
About

11:11 AM

Enriching The Campus Experience

There is a need for an interchange of information, ideas, personnel, etc. among college directors of auxiliary services.

[JOIN](#)

Events

Business Partners

UPCOMING EVENTS

February

Regions

NEWS

Presidential Per...
This is a link to a news article.

JOIN NACAS TODAY

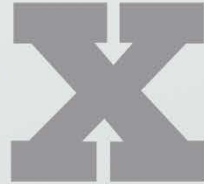
Through generous support of members and business partners, the NACAS Education Learn More

[JOIN](#)



NACAS

CULTIVATE
CAMPUS
COMMERCE



2017 ANNUAL
CONFERENCE & EXPO

11/5 - 8/17

Colorado Springs, CO





NACAS

college services

17 EDUCATION BENEFITS PROGRAMS HELP STUDENTS EARN WHILE SAVING

The Drive Behind Sustainability 7
at the University of Houston

Lewis-Clark Presidential Work 22
Scholars Program

Embracing a Culture of 29
Sustainable Innovation

As NACAS members, we design campus experiences that are unparalleled and unforgettable.

As NACAS members, we respect students' voices and deliver services they want in ways they never imagined were possible.

As NACAS members, we help students navigate their journey to independence with robust campus services.

Will you lead with us?

Introducing... NACAS Research!



Donna-Jo Pepito,
Director of NACAS Research
Contact: donnajo.pepito@nacas.org

Surveys of students and auxiliary service professionals

Help us help you!

- Understand the contributions auxiliaries make on campuses
- Create industry benchmarks
- Set key performance indicators
- Standardize language used across auxiliaries

nacas.org/research > click +Get Engaged

Open until June 26



November 5-8
Colorado Springs, CO
The Broadmoor

Q&A

NAOCAS

The logo for NAOCAS features the letters 'N', 'A', 'O', 'C', 'A', and 'S' in a bold, grey, sans-serif font. The letter 'O' is replaced by a circular graphic composed of several segments in various shades of green, ranging from a vibrant lime green to a muted sage green. The segments are arranged in a ring around a central white circle, creating a modern, segmented effect.