



NACAS South Board of Directors Meeting Tuesday, February 7, 2017; 3:00pm (EST)

Board Members:

Rich Steele, (President), Donna Swarb, (Treasurer), Victoria Fowler, (Conference Coordinator), Norman Grizzell, (ABSENT) Publications & Technology Coordinator Report, Sharon Boyd, (President Elect), Kyle Cullars, Past President, Sarah Nikirk, (Secretary), Rick Torres, (Professional Development Coordinator), Connie Davis, (South Rep to NACAS Board & 2017 Host Co-Chair), Hans from the National Office, Brett Jackson (Vice President), Kelly Venable Carroll, (2017 Host Co-Chair), Felecia Townsend, (Membership Coordinator)

DJ Pepito from the National office was also in attendance

AGENDA

1. Call to Order Rich
 - NACAS Rebranding Update – Mekanik Presentation in NOLA- NACAS South will take place before the new brand is rolled out. There was discussion about what will be the best time at the conference to hold thirty minutes to go over the new brand... a town hall meeting or right just before a general session. Victoria and Sharon talked about getting together offline to find the best time.
 - Business Partner Packages / Development – Establish rates for future years The national office continues to get some requests from the top 20% of our business partners who want NACAS to develop packages for business partners – there are advantages and disadvantages of this approach.
 - Research Advisory Group – South Participant DJ wants someone from the NACAS South to partner with a group called Fluent who holds a database that they send surveys out from and collect data to stay up to speed on what today's student is engaged in. We are collaborating with them to get their insights. They use our current benchmarks to create our current profile to find out what students want and need for academic success in graduation. Looking for members that will be part of the advisory group and that will help DJ help decide what students are interested in. The time commitment is a phone call on average every other week or possibly once a monthly. Please let Rich know if we have someone who is interested

- Committee Chair Council - South Board Participant
Continuing these meetings and the calendar has been set.
Mike Ellis will be spearheading this committee
60 to 90 minutes, three times a year is the approximate time commitment.
Set quarterly meetings and the calendar is already set if interested.
- There will not be a Leadership Team Meeting in Colorado Springs on Sunday morning. The plan is to use this time for some onboarding conversations
Strategic planning format was the biggest takeaway from the LTM.

2. NACAS Research Program DJ Pepito
LTM was a great indicator that we are going to be able to give you all more validation and give you all the talking points you need to give value to your associations.
3. Secretary Report Sarah
January Minutes were approved
4. Treasurer Report Donna

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| Chase | \$149,270.88 |
| Edward Jones | \$106,136.59 |
| comprised of | \$102,960.30 Investments |
| | \$3,176.29 – cash |

Donna asked for the detailed receipts for lunch and dinner for the LTM events.
The 2017 budget was approved.
5. Vice President Report Brett
Over halfway sold out now in terms of business partners. We do have a few business partners that have not yet registered and Brett plans to reach out to them today to learn their intent.
Still looking for a registration from Chartwells. Still expecting a registration from MTVU and Follett.
Brett asked for support in reaching out to Blackboard.
6. President-Elect Report Sharon
Below is a brief President Elect Report:

The Educational Program for NACAS South NOLA is wrapping up.

We have 3 general sessions, Birds of a Feather, and 21 educational sessions. We also have NACAS Town Hall.

Categories and topics include:

Dining, vending, assessment & metrics, efficiency in organizational design, course materials, and collaboration internally, state associations, public/private partnerships, financial and customer insights.

Business Partners represented include:

Tapingo, Ricoh, Aramark, Sodexo, indiCo, and Amazon

9 States are represented, including:

Georgia, Tennessee, North Carolina, Texas, Florida, Louisiana, Kentucky, South Carolina, and Arkansas

Questions may be directed to myself or Rick Torres (ricktorres@uncc.edu).

Rebecca Brown at Florida A&M University has accepted an offer to serve on the Awards Committee to complete Matt Hanson's term.

Sharon has completed contracts for the speakers and will be getting that to Donna within 24 hours.

7. Conference Coordinator Report Victoria
Registration had to get an overflow of hotel rooms blocked at the DoubleTree Hilton with no penalties. Still have availability on Sunday and Monday nights available at the Sheraton. This is good news since some of our business partners typically stay those nights.
Working with Brett to get our business partners to register and have not yet reached out to our Silver partners. There is a possibility that we will have to turn away partners simply due to space.
Victoria is going to start ordering supplies and getting all the updated information about all of our partners.

8. 2017 Conference Host Committee Report Connie/Kelly
We have been working on all the give a ways and Tulane bookstore is going to give us the bags. Coke is donating bottled water for the bags.
Been working on the socks for bowling, and what we are going to do for the Fun Run. They are also working on getting umbrellas for everyone.
Kelley and Connie met with the Sheraton to go over menus and pricing and to talk about the Fun Run and made some proposals.
Connie and Kelley looked into a parade and the costs would be \$2,700 – (parade permits, band, etc) all costs rolled up to \$2,700 so the group voted to that the parade would just not be possible.
The Fun Run – was budgeted for \$2,000 but came in at \$1,500
The run will take place along the river. The group that we have contracted with will direct folks to the river and along the path.
Friday evening – we are down the street at the “Bourbon House” where we will have a private room.
Kelley said they reviewed the budget and all the food and events are within the budget.

9. South Rep to the NACAS Board Report Connie
Concurred with Rich and others on the LTM meeting.

10. Membership Coordinator Report Felecia
- Current Members: 693 with South Region representing 194 members
 - New Members: 2
 - Cancellations/Adj. YTD: Cancellations (0), Adjustment (0)
 - Net Gain or Loss YTD: +4

NACAS South Grant application date was extended to February 9th. We have received 6 applications thus far. Thanks to Norman for updating the website and for distributing the information to the membership via email. Next step is to formulate a team from those who were interested in volunteering to review and score the evaluations. Three (3) recipients will be announced on February 15th.

The NACAS South Award criteria is currently being updated and will be submitted to Norman by end of week to upload on website and to distribute to the membership.

The Membership Committee for NACAS national will meet on February 9th. The Committee will discuss NACAS member benefits and perceived strengths and weaknesses of each individual benefit. The matrix that we are using was provided to the Board as part of our January minutes. Should you wish for me to share your feedback, please send me information by end of day February 8th.

Corey is going to target several schools in underrepresented states. Corey made a heat map of all of the country and where all our institutions are and the map was updated in October and this is a really great tool to see where the holes are within in our organization.

11. Professional Development Coordinator Report Rick
- Sharon gave a great update on all the sessions. Rick did send something out to get all the bios for the program. He has nine sessions that have sent their bios in but hopes to have them all in by the 20th.

Updated the CASP information on the Web soon.

12. Publications & Technology Coordinator Report Norman

13. Immediate Past President Report Kyle

Glenn Loughridge, from Auburn University has agreed to serve as Vice President and will be on the slate of officers to be voted upon at our April conference.

Cary Wilkerson, University of Texas-Arlington, will start shadowing Donna as Treasurer at this year's conference and will be on the slate of officers to be voted on April 2018

14. National Office Liaison Hans

Most of the updates are covered in the rest of the agenda. Hans thanked everyone for a great LTM.

15. Other Business:

16. Adjourn: 4:00 p.m.

- **Next Meeting:** Tuesday, March 7, 3:00 pm (EST)