



**NACEP BOARD OF DIRECTORS MEETING  
February 4, 2016**

**Minutes**

**Welcome/Roll Call**

**Executive Committee Members**

President:	Kent Scheffel (Lewis and Clark Community College)
Past President:	Sandra Gonzalez (Schenectady County Community College)
President-Elect:	Tim Stetter (University of Washington)
Treasurer:	Doug Binsfeld (Northeast Iowa Community College)
Secretary:	Diana Johnson (Northwest Arkansas Community Coll.)
Member at Large:	Patrick Cannon (Purdue University North Central)

**Committee Chairpersons and Representatives**

Accreditation Commission:	Jaclyn Dumond (University of Southern Indiana)
Communications Committee:	Christine Denecker (The University of Findlay)
Governmental Relations Committee:	Kathleen Burns (University of Missouri- St. Louis)
Research Committee:	James Hendrix (Ball State University)
Secondary School Partners Committee:	Joni Swanson (Mount Vernon School Dist., WA)
4-Year Private Institutions:	Bill Newell (Syracuse University, NY)
4-Year Public Institutions:	Deanna Jessup (Indiana University)
2-Year Institutions:	Loralee Stevens (Johnson County Community College)

Executive Director (Ex-officio, non-voting): Adam Lowe (NACEP)

**Absent:** Doug Binsfeld, Jaclyn Dumond, Christine Denecker, Deanna Jessup

**Guest:** Victoria Zeppelin

**Consent Agenda**

The following motions were included on the Consent Agenda:

1. Approve Minutes from the October 24, 2015 Board of Directors Meeting
2. Approve Minutes from the October 28, 2015 Board of Directors Meeting
3. Accept 2015 Year-End Membership Report
4. Approve Minnesota Concurrent Enrollment Partnerships as an Affiliated Chapter
5. Adopt Revised Executive Director Job Description
6. Accept Executive Director's 2016 Performance Goals

Motion made by Tim to approve the consent agenda. Seconded by Loralee. Motion passed.

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## **Non-Consent Agenda**

### **Approve Proposed Presidential Appointment of Victoria Zeppelin as Accreditation Commission Chair**

Kent proposed to appoint Victoria Zeppelin as Chair of the NACEP Accreditation Commission. Victoria Zeppelin has been serving as the acting chair of the Accreditation Commission during Jaclyn's maternity leave, served as the vice chair of the commission since its creation in April 2013, and is active in the organization. Her position would begin April 9<sup>th</sup> and run for two years. Motion to approve by Sandy and seconded by Pat. Motion passed.

### **Review 2015 Preliminary Year End Financial Reports**

#### **Balance Sheet**

Net Income of \$54,000 in 2015 raises our total equity (assets minus liabilities) to over \$175,000 at the year end, recovering our year end assets to a similar level as that held at the end of 2013.

#### **Revenue**

- *Membership Dues:* We adopted a stretch goal budget for dues, which we exceeded by \$5,000 (4%).
- *National Conference Registration Fees:* As of year-end we collected all but \$6,000, half of which was received in January. Registration fees exceeded budget by over \$35,000 thanks to increased attendance and higher registration rates.
- *Professional Services Revenue:* \$26,000 in revenue from Technical Assistance contracts with the University of Hawai'i and the Tulsa Community College Foundation were billed in 2015, but payment was not received on either until early 2016.

#### **Expenses**

- *National Conference Expenses:* Expenses were \$45,000 under budget, partially due to an overestimate of the cost of catering and cost-effective ordering.
- *Operations and Administration:* Expenses were 92% of annual budget.
- *Professional Services Expenses:* Contracted professional service expenses for Hawai'i are recorded, but revenue did not come in until 2016.
- *Staff Expenses:* Overall staff expenses were 97% of the annual budget.

Motion to approve report was made by Joni and seconded by Kathleen. Motion passed.

### **Proposal to Hire a Full-time Communications Manager**

A variety of communications related priorities, including public and media relations, were discussed in the October Board meeting in the context of staffing and the budget. Many of these stem from our current strategic plan. In further discussions with the Executive Committee, it became clear that increased communications efforts remains a priority for the organization. Kent and Adam engaged in conversations with a Public Relations firm that specializes in education, but quickly realized the cost of consultants would be wasted without adequate staff capacity to implement the communications strategies. Investing in a full-time employee also alleviates seasonal staffing needs during our busy pre-conference period.

After discussing the concept in December, on January 19 the Executive Committee recommended that the Board hire a full-time Communications Manager in the second quarter of 2016. A draft job description is attached. Based on a salary of \$45,000 starting on April 1 requires a \$30,000 budget for 2016. Total staff expenses for 2016 would be \$235,000; an increase of \$45,000 over 2015.

Discussion focused on the on the relative advantages of a PR firm over hiring another employee. Cost seem to be the biggest drawback to hiring a PR firm. Sandy moved to approve hiring a Communications Manager based on salary and information provided. Motion was seconded by James. Motion passed.

### **Adopt the 2016 Budget**

The budget presented proposed a revenue increase based on the adopted increase in membership dues, along with a conservative estimate of growth in membership and conference attendance. The past year, NACEP had a 5% growth in membership. Total budgeted revenue is \$683,000.

Expense changes from the previous draft budget reviewed by the board include the cost of a strategic planning facilitator, increased travel costs, salary and benefits for the Communications Manager, decrease in contracted services, increase in Eric Hoover's salary and increased funding for the Accreditation Commission to enable it to hold a retreat to review standards if needed.

Discussion focused on whether sufficient funds were budgeted for increased travel for the new position, for the current part-time communications position until the new position is filled, and for anticipated overtime for the events coordinator position.

Tim moved to postpone the vote on approval to allow time for the Treasurer and Adam to make the suggested changes. The final budget proposal would be emailed to the Board for an electronic vote. The call for a vote would take place within one week of the initial email. The motion was seconded by Bill. Motion passed.

### **Update on Timeline and Plans for Strategic Planning**

Adam has interviewed six possible facilitators for the Board strategic planning session. He hopes to have a facilitator selected within the next two weeks at which time the process of environmental scanning and data collection would begin. In the April Board meeting, the majority of time will be dedicated to strategic planning.

### **Review Preliminary List of Potential 2018 National Conference Locations**

Given our geographic rotation, we will hold our conference in the Western Region in 2018. Eric compiled an initial list of cities that are popular conference destinations for the Board to consider and narrow down for further investigation. Recent NACEP conference cities are listed in beige for comparison

City Rating	City Name	State	Hotel Rating	Airport	Airport Rating
2	Las Vegas	NV	3	LAS	9
3	Chicago	IL	5	ORD	3
4	San Diego	CA	6	SAN	28
6	Washington	DC	44	IAD	23
8	Dallas	TX	8	DFW	4
10	Phoenix	AZ	41	PHX	10
13	Denver	CO	14	DEN	6
14	San Francisco	CA	49	SFO	7
15	San Antonio	TX	85	SAT	44
17	Austin	TX	51	AUS	34
18	Scottsdale	AZ	11	PHX	10
19	Houston	TX	59	IAH	11
20	Los Angeles	CA	99	LAX	2
22	Seattle	WA		SEA	13
23	Grapevine	TX	7	DFW	4
27	Anaheim	CA		SNA	40
33	Fort Worth	TX	92	DFW	4
40	Portland	OR		PDX	30
45	Louisville	KY		SDF	66
46	Salt Lake City	UT		SLC	25
48	Tucson	AZ		TUS	68
	Albuquerque	NM		ABQ	58
	Reno	NV		RNO	67
<b>City Rating:</b> Cvent Top 50 Conference Cities					
<b>Hotel Rating:</b> Highest Rated; Cvent Top 100 Event Hotels					
<b>Airport Rating:</b> By Domestic Passenger Volume					

After discussion, cities suggested by the Board for further investigation included San Diego, San Antonio, Phoenix/Scottsdale, Houston, and Salt Lake City. Discussion focused on the strategic benefits of holding the conference in Texas or California. Pros and cons existed for both states. Adam will take the list and ask Eric to do more research on the cities suggested. James encouraged strong consideration of the relative cost, given that DC will be an expensive conference and that college travel budgets are shrinking.

#### Good & Welfare

- Washington Policy Institute is coming up in April
- Jennie is working with Johnson County Community College to offer an Accreditation Institute in the Kansas City area this spring.
- The question was raised on feedback from the membership due increase. Adam stated that he and Eric have had very few comments on it in response to the recent dues invoices. They will monitor the pace of membership renewals carefully this spring.

Kathleen moved to adjourned. Seconded by Pat. Motion passed.

Adjourned.