



**Executive Board Meeting
Thursday, February 7, 2019
University of Hartford
10:00AM-4:30 PM**

A. Call to Order

1. Meeting called to order at 10: 17 AM
2. In attendance: Nate, Kim, Ange, David F, Sarah, Matt F, Jenn, Antonio, Melody, Trisha, Ryan, Zach, Abigail, Eric, John B, Kevin, Colin, Kristen, Dave G, Brendon, Brittany, and Heather
3. On the phone: Tim Touchette

B. Approve Minutes from the December 6th E-Board Meeting at Bentley

1. Motion to approve the minutes made by Nate
 - i. Second: Dave G
 - ii. Discussion:
 - Antonio: At the end of the minutes in my DC Report it says that Matt Foster was the one who unsubscribed from my email. It was actually Matt's supervisee who unsubscribed not Matt F so if we could make that small change.
 - iii. **Vote Passes 8-0-0**

C. Unfinished Business

1. Clarify the April meeting dates

Trish: I just wanted to talk quickly and clarify out meeting dates. When we met last time we talked about meeting on the 19th and we realized that was Good Friday and so we are meeting the week before that on the 11th and 12th. Thursday the 11th will be our board meeting at The Desmond, and then Friday the 12th will be the Mid-Level Institute and New Professional Institute.
2. EDI updates

Abigail: Everything is going well. We have 52 people registered as of the 5th so just waiting for the next update for a more accurate number after registration closes today at 12. At the conference tomorrow there will be table topics at each table, so those of you in attendance I am going to encourage you to engage folks you do or don't know in conversation around those topics. They will be in a little cup you can pull from. Also I want to encourage you all to go to the Allies groups and be active to have a great NEACUHO E-Board presence at those.

Does anyone have the directional signs that are supposed to be outdoors?

Mel: I do, my trunk couldn't close this morning with all of the NEACUHO things I have in there, so yes I have the signs.

Ryan: Will someone be here from New Professionals to take those to the next event.

Mel: We will actually need them for RD2B but I don't have any room for them can someone else take them?

Trish: We are hosting RD2B so between Eric and I we can take the signs and have them on campus already for RD2B.

3. Website Solutions

Trish: I just wanted to take this opportunity even though he isn't here in the room to thank Greg for getting everything transferred for the website. Greg was able to track down the original website creator, Mike Hamilton, who shared the login information and allowed us to make a smooth transition to the new platform.

4. Tim Touchette ACUHO-I Foundation Update

Tim: ACUHO-I training in Chicago was very interesting, I will have the full report for the board at our next meeting but for now just some highlights. There are a few things that I learned about our region compared to the other ACUHO-I Regions and that is that we have been and are the only region to not have full board participation in the foundation. I know that must sound scary to some of you sitting around the table today but that doesn't mean everyone has to give thousands of dollars a year. The smallest donation is \$25 and it goes up from there. So I am going to be sending out some information about how to get started and luckily its only February so we have a lot of time to get everyone involved. There are some regions that are already locked in, but again its only February so we can start fresh and the only way to go is up.

We are one of the lowest participating regions for what is contributed at our annual conference and that is by a significant margin. There are other regions that are larger than us but have less schools, but because of how their system works and their conferences being much larger than ours they are able to pull off higher numbers in excess of hundreds of thousands of dollars at their annual events. I don't think we are equipped to do that. They are also regions where there is a higher standard of living, which comes with a higher salary and more disposable income, whereas we don't have that luxury on the East Coast for the most part.

I will be working with Nate to build our regional Legacy fund but also with the annual conference folks to work on how we can give back to ACUHO-I and mend that relationship a little bit. I will also be connecting with the folks working with our cooperate partners, I was talking with some of the vendors who are on the board and are willing to help us. So it's just a matter of connecting all of those pieces and making it happen.

So really think about what you as an Executive Board member to think about what you can contribute. I will be reaching out via email about the different levels and options, it is really customizable which is great. So does anyone have any questions?

Nate: What's something we can do to get this information out to our members. Depending on the location of ACUHO-I we have a strong showing or a weak showing. Show what are some ways we can get the information about the foundation out to our members so when they come to the conference they are not like "Why are you asking for my money when I'm not at ACUHO-I I'm at NEACUHO."

Tim: Half the regions have regional foundations like us and the other half just contribute their money to ACUHO-I as an investment and so I think we need to just get the information out to the membership through the website and then be explaining it at the conference. I will work on some language to give folks who are working these tables at the events so that we can be building this at all of our events.

Nate: Do we have information over the years as to what NEACUHO has looked like to the organization? What has our giving looked like to the organization?

Tim: Yes, I have a really cool worksheet that they gave me, I'm just waiting for them to drop it into our working drive so I have it digitally, but we have consistently been the lowest. They showed us the data for the last five years and we are a very small percent of the overall endowment, which is well over \$1 million at this point. We have been about between 3-4%, some years it's been \$2,000, other years it's been able \$3,000. But if you compare that to other regions who are bringing in \$60-\$70,000 annually it's troubling that we are so low. Especially since we are so dense of a region.

Heather: Is there anything the ACUHO-I likes about NEACUHO at the moment? Anything positive they have to say about us?

Tim: Honestly I just wanted to crawl under the table and hide it was a bit embarrassing. But they have a lot of ideas and support systems for us to utilize and so the only way to go is up! I am really excited to take this on a right the ship I am going to work really hard and want them to know that we are committed to helping in any way that we can.

Brendon: Do we know how many of our schools are members of ACUHO-I? When you look at our region compared to the others we are very dense and so we have a lot of local organizations that could affect schools joining ACUHO-I. I know for my campus it took 4 years of fighting to get them to join ACUHO-I because they didn't see the value of it when we had so many smaller organizations that are more cost effective. Where are the other regions don't have that and so they are used to having to set aside more money for travel. Whereas we can drive to pretty much anywhere in the region. So maybe before we go forward and pushing the entire region we need to figure out how we can even sell ACUHO-I and support them by adding schools to their membership and then using that to build the foundation piece.

Nate: I think we need to look at ourselves compared to the other regions. We were the last region to move our conference from a campus to a hotel conference center. As a region we are slow to change and characteristically the Northeast is stuck in our ways and change can be hard for us. I think we will get there and having Tim and his skills will help us and maybe in a few years we will be the region that everyone is envious of.

Ange: I'm curious as to what the involvement of the SHO's are in the other regions because typically it is the SHO that makes the decisions as to what organizations their schools are a part of. So for the ones that have the most participation, is it coming from the top down? We know that one of our areas of growth is to develop the SHO involvement and make them feel like they are missing out. So I think before we are able to have a transformational thing that is going to happen we need to figure out what is at the core of that. There are little things that feed in to the bigger result. So what are the little things we can do to build upon to then effect the bigger picture down the line.

Kevin: You read my mind and I was thinking the same thing. Being from the Midwest and being a part of that for so long it was more about membership engagement. The nights on the town were sponsored by the foundation and \$10 of your night on the town ticket went back to the foundation. Everything was engaging and not so focused on the sales piece, that does come with some more work but you do see the results of it on the back end. I think it's really important for us to reach out to other regions and see what they are doing and how we can learn from it. If they can raise \$70-\$80,000 something is going on something is happening and how can we bring that to the region.

Trish: One thing I noticed going to MACUHO was that the fundraising rep was a real presence in the room and really got people excited. They also had programming around it like Kevin suggested. The baskets were huge and everyone was buying tickets and getting really excited. Parts of that fundraising went back to the foundation as well as their fund. I think it's one thing to expect people to open their wallets and give money but when you are participating and getting something out of it, it's much easier to justify it.

Dave: When we went to ACUHO-I in Orlando the rubber duck race on the lazy river was a huge event and it was fun to watch. Then our annual after that was when we had the penny auction or penny wars and we had a lot of people in the room engaged in that. So maybe we need to look at the annual and start building that in again and exploring what that could look like.

5. Annual Conference 2018 Assessment Results

Heather: So we had two evaluations the attendees and the exhibitors. We have the actual assessment packets for anyone that wants to see them. So let's start with the actual annual. There was a 45.2% response rate 82 out of 180 attendees filled out the survey. For Demographics, 29% were new professionals, 39% were mid-levels, and 36.8% were Senior Housing Officers. The overall satisfaction rate 82.22%

*Heather then broke down the specifics of each area of the conference. Please see the assessment packet for the specific details. *

Heather: When asked the preference of hotel or conference center versus college campus. Hotel/Conference Center received 55%, college received 18%, 25% had no preference. We asked this time around a new question about conference timing. October 51%, 375 June, other 11.5% so overwhelmingly October is the best time. Another new question, "To what extent do you believe this conference was a good use of money?" 82% said it was a good value.

The trends and comments which I take from the comments and these are things that are said more than once. Some of those were, find more ways to engage more of the membership in the conference, more opportunities to be engaged or involved in the conference, Food was good but not a variety of vegan or vegetarian options. Make the conference shorter or longer, it really was a tossup for both viewpoints. The banquet was far too long and needs to be shorter. The business meeting was too early and should possibly be done during a meal time.

Key Takeaways: There was an overall positive satisfaction with the hotel conference venue, the keynote was well liked, and the awards banquet was too long and needs to be more engaging.

Questions?

Ange: Was there a different level of satisfaction based on the different levels whether it be new professionals, mid-levels, SHOs?

Heather: I didn't break it down that far but I can send me an email and I can look at that breakdown it wasn't a part of the assessment.

Moving on to the Exhibitor Survey the was a 48% response rate, 29 of the 60 exhibitors responded. Overall conference satisfaction for them was 71%. The arrival and setup of exhibitor areas 86%, communications from Corporate Relations 86%, the date and time of the conference 84%, the length of the exhibitor hall 71%. These are the average satisfaction of everyone who responded.

Some exhibitors expressed frustration with only a few attendees stopping at their station and there was only interest in getting the signature not about the product. There was a consensus in the comments that the exhibitor hall is not the right amount of time but not sure if it's too long or too short they were all over the place.

So then I thought while I was on a role let's compare the two years and here are some of those highlights. The response rate for '17 was 50%, for '18 it was 45%. The demographic breakdown for the two years' New professionals are down from 35% to 29.3%, Mid-Levels went from 40% to 39% and SHO's went up from 21% to 26%. The location preference, hotel is up from 44% to 55%, college is down from 25% to 18% and no preference is down from 31% to 25 %

Trish: I am wondering if the first year more people went to try out the hotel and now we are filtering out the people who don't like the hotel and so are the numbers going up because those people just didn't come?

Heather: it could be, I would have to try and dig deeper but I also don't collect who sent what so it would be very hard to figure that out.

So if we look at conference satisfactions the overall conference satisfaction went up from 765 to 82%.

Heather continued to breakdown the individual areas of the conference comparing 2017 and 2018.

Nate: I think this is great and it shows why we made the change to go off campus and how it has improved the conference. I can tell you why the awards banquet and the activities went down. The banquet was way too long and the activities were affected by where we were. We were right near Foxwoods and some people just stayed in their rooms. We had the FUN entertainment stuff but when I went down there, there wasn't a lot of people there. But I think our conference location dictates that involvement in the activities. The Key note speaker we have been having college presidents for the past couple years and I think having someone who spoke Residential Life was overwhelmingly positive.

Heather: If you all want to look at any assessment packets, we have two and a half years' worth of everything we have done. Just ask me and I am more than happy to share that with you. We are working on making some of this available on the website as well.

Matt F: Thinking about the Thursday night entertainment, would it be beneficial to ask the membership what they want and then working with FUN Enterprises to see how we can bring that to the conference. Maybe spark interest in the Thursday night activities that way. Having Foxwoods was a huge help but there really isn't anything like that in Albany so I think the Thursday night activities will be important this year.

Brittany: We are looking at changing somethings, and through our planning we are not overly confident in our off campus offerings. But I would definitely be happy to ask the membership what they would like to see if we feel like they are going to respond. I don't think it would even be more than two questions and demographic data we can easily do that.

D. New Business

1. Budget for 2020

Jon B: During our first meeting we spent a lot of time talking about budgets and reviewing everything in order to get going for this year. As we switched fiscal years one of the long term goals has been to move up the budget process which we started last year a little bit. In the past we have waited for the new e-board to come in and then develop budgets but ultimately the goal is to have the budget for next year ready to go for when the next e-board takes over. Typically, budgets are forecasted for the future and not decided after you start and so with that we are going to be starting our budgeting process. I will be sending out information in the next couple of days about

this process. This will be for any of the folks in the room that don't have conferences, conferences are their own budgets, but all of the elected officials and some of our appointed positions have budgets to work with. I will send out along with the request form what was requested and approved for this year so you can use that to based your request off of. I will be asking to have this in by the beginning of March. Now you are essentially planning for next year and depending on your term you may not be in this role next year so it does require some forward thinking. But this is a good time to examine what you may not be using or what you may need more of in the future. Once you submit the Finance Committee then goes through it and makes a recommendation to the board for approval.

Sarah: Are we going to stick with having the DC's request money through the membership coordinator?

Jon B: I don't think there is a request to change that. Unless someone has objections we will stay with that.

Trish: I think we also need to look at raising fees and I don't know if that is something we want to take on at the business meeting and we would need to look at that when looking at the budget.

Jon B: Yes, and I think we also need to look at what we have in our operating budget vs our cash flow. There is how much money we have in the bank and then there is how much money we have coming in each year. Our operating budget this year is roughly \$70,000 worth of expenses and we only draw in about \$50,000. Part of that difference is the money that rolls over from year to year but over the past two years we have had a consistently declining balance. Eventually we will hit zero in our operating budget, now it's not going to be an immediate thing but if we have a really bad conference and have to absorb that loss. But looking at it year over year we are trending downward and while it looks to the membership that we have a lot of cash on hand we are actually trending downward.

Nate: We have not changed our registration rates since we were still on a college campus so when we get to talking about the annual conference I think we need to raise our registration rates. And membership rates are along the same lines as well so we can bring in more money to cover the costs of the conferences. It's very unnerving to write a check for \$64,000 at the end of the conference.

Trish: in both of those years I recall food is one of the biggest expenses and that's the area I think we all can agree we don't want to skimp on. We don't want to be feeding everyone hotdogs because we can't afford anything else. So raising fees to help cover that cost so it is not such a big expense is for the better.

Jon B: Another discussion that we need to have is the education of our membership because one thing I heard a lot of at the annual is oh my gosh we have almost 6 figures worth of money in our operating account. And then then very next day we had a check clear for over half of that amount. When we are presenting at the annual we are presenting the high water mark, we have taken in all of this money from exhibitors

and registrations and haven't paid for any of it yet. So I think explaining what is really happening is more beneficial.

Trish: Is there anywhere that says we have to put that number in the meeting? Could we do more of a cost analysis, this is what we are taking in and this is what we are spending verses this is what we have in the bank today?

Jon B: I think we want to be transparent and say these are what our balances are but then explaining we have the expenses that have just not been paid out.

Brittany: I am really excited to be looking at this long term planning I think this is what we need to be looking at. I do think you're right and the numbers don't lie and we don't have to be caught in that tight spot. What I think we also need to consider is the tight spots colleges are in. We have all seen colleges closing recently and if we are looking at costs of things I think we need to double down on adverting things to our membership. If we are raising the cost, then we need to make sure we are doing more to increase membership. Doing more publicity, getting the word out there about our events.

Antonio: I agree with Brittany but I also think we need to pay attention to what our target audience is. I'd be curious to see how many new professionals were at the annual conference and what that cost looks like. At my institution we give our RDs \$1,000 towards registration and hotel and some other fees. So do we raise that cost or do we raise out membership cost and make up the difference there as opposed to raising the cost on our new professional, mid-levels. I would recommend we put together a committee or task force to look at the costs and how that would impact us moving forward. I would hate to see us moving away from the number of new professionals we have had the past couple years because the cost got too high and they cannot afford to come.

Ryan: I think Brittany is right about the advertising but we also have amazing information from Heather that we can utilize. Being able to say 80% of the membership says this event is worth it and a lot of our schools use data and numbers to make decisions. Having that information out there could be helpful for people being able to justify coming to the events.

Matt F: I agree we need to look at the cost of the conference and yes we haven't raised the registration cost but there is more of a cost incurred with the hotel. When we were on campuses we were only charging \$35 a night. I think a lot of Institutions are looking at \$150 a night for two people and that adds up for multiple nights. So I think we need to look at what costs institutions are paying and I worry if we raise annual conference what that effect will be on the one day conferences. Yes, our event tomorrow is \$35 but that's just registration that's not including travel and it could be \$175 when you add in a hotel. So for new professionals who are told ok you have \$800 for professional development where do you want to spend it. Are they going to only go to the annual and how is that going to hurt the drive-ins?

Jon B: We compare ourselves against ourselves a lot but we also have competitors and I know what I pay in NASPA Region 1 and I pay more in memberships for my staff than I do for the entire year of NEACUHO. So folks are paying for those things.

Trish: Also at the end of the day we need to pay our bills. I don't think anyone at the table is looking to raise the fees to just raise more money. Its ok to be in a deficit once or twice but if that is becoming the pattern then we need to look at what we can do to fix that. Our goal is always a zero balance and the past two years our annual has not been able to pay for itself. Now we have our reserve to cover that but I think it's also important that we are sustainable and so that we don't end up bankrupt.

Ryan: As a reminder our reserve is supposed to be one year's operating budget and we are about \$20,000 less than where we want to be. Looking at other regional organizations to see what costs look like and what we offer compared to them.

Brittany: I think we need to be strategic when we are doing this, I think we are starting to look at things long term and that's great. I would like to see numbers on if we raise it x amount this is where we will be in 3 years versus raising it y amount and being here.

Nate: Food cost is what kill us, and you have to project who is going to be there. For mystic it was anywhere from \$8,000 - \$9,000 depending on how many people were there. By meeting our food budgets, we do get some things comped for us. The other big fee is technology, we are paying for screens, projectors, boards, the person in each room etc. And that was over \$10,000 alone in Mystic.

Kim: The comment I was going to make regarding membership costs, our cost covers the institution. Other organizations charge per person. Our smaller schools are paying \$60 for the year whereas bigger schools are paying \$130 a person. So in that area I think we can raise some costs.

Antonio: I think we should be comparing ourselves to NASPA Region 1 because its \$375 but they also don't pay an on top of it fee for the school. I think we need to raise the individual fees to help cover our costs. If we are interested in raising our reserve, we also need to look at our operating budget and see where we can cut some costs as well.

Nate: While this is a great conversation can we please take a break?

Trish: Break at 11:30 am

Resumed Meeting at 11:42 am

Brittany: I just wanted to talk about some other avenues for money generation. I'm not sure where our compass program is at in terms of registered participants but during our Annual Conference call we talked about some different sponsorship opportunities for the conference that we aren't utilizing. Matt F suggested someone sponsoring our Wi-Fi, it doesn't cost us anything but by having someone sponsor it we are generating some revenue. Also talking about membership rates and what we

were talking about before the break, maybe we need to be marketing how good our rates are per person and really sell that as a strength.

Matt F: When we talk about deficits do we have the numbers on the last two conferences to say where and how much we lost?

Jon B: I have Portland's, which actually turned a small profit of about \$15,000.

Nate: And we are still working on the Mystic Budget and will have that done soon but my gut says that we didn't make money on that conference. Just based on our registration costs for Mystic being a little lower and then our food and technology costs being so much higher.

Matt F: So in thinking about that, Dave is leading the search for the next site and Looking at the food and beverage minimums. Some of the sites we are looking at have lower rates than Mystic and Portland combined so that may be a great way of saving cost moving forward and only looking at sites that have that.

To Antonio's point earlier on the membership dues, I think it is beneficial for us to look at increasing our membership dues. I talked to individuals who have actually questioned why our dues are so low and why they haven't changed in x number of years. I think looking at that will help our operating budget. I think when looking at conference costs something we need to consider as the corporate relations chair, I have the expectation to bring in a certain dollar amount from our compass membership dues. Based on seeing that number I think we as an organization need to look at if all of that money needs to go to our operating budget or can we designate some of that money to cover the annual conference costs while increasing membership dues to make up that percentage lost.

Jon B: So I pulled up some old data to help us get a sense of the problem. When TK was treasurer he presented at the 2016 annual in the summer and we had about \$150,000 in the operating budget. So if we look from that point which would have to include our change in fiscal year we are looking at trending downward at a rate of about \$25,000 a year. It varies from year to year but just to give you an idea. I think Antonio's point is well taken, in finance its pretty easy you can either earn more or spend less, maybe we need to do both to find the balance. My last thought is that I definitely hear the concerns surrounding smaller institutions and new professionals and I will remind the organization that we used to offer new professional rates. Other organizations offer graduate student rates we are not set in only charging one rate for everyone. We can expand our traditional model.

Antonio: I think we just need to stop trying to compare ourselves to other organizations because in other organizations when they pay fees they go to a larger organization and are then broken down into different regions. So I don't think we can look at ourselves like we are NASPA because it's just broken down differently.

Trish: I think we need to keep all of this in mind and I'm sure we will have more of this conversation in April when we are talking about budget. To Antonio's point the

finance committee goes through the budget line by line by line and then its brought to this group and we do the same thing and that's something we should always be doing. We are either elected or appointed and it's our goal to be good stewards for the organization. And anytime that we are spending the organizations money we should be looking at how we are spending and making sure that we are not having lobster for lunch at board meetings because that would be irresponsible.

Lunch Break at 11:52am.

Meeting resumed at 12:53 pm

2. SHO Survey

Kristen: First off shout out to Heather, while I came up with the questions she actually did most of the work and so I want to give credit where it is doing. We went the survey out in November, December and we only got a little over 22% response rate. I have emailed out the more detailed executive summary to everyone but the gist of it is the SHO's really want to learn about ADA and Student Accommodations, Student Retention, and Strategic Planning. They do not have a preference of virtual or in person but no one wanted it completely virtual. If we are going to organize something June was the best time, and Fridays in the afternoon were the ideal time for them. We threw out the idea of doing a retreat either a one or two day and they all agreed one day but no one wants to drive more than two hours so that will be interesting. But I'm thinking we could host two events at the same time maybe one in New York and one in a more eastern part of the region. They are looking to hear from Higher Level presenters like VPSA's or legal counsel from an institution.

I am curious to hear from all of you especially being so new to this role and the board. If I were to offer something in June do you think your SHO's would go? What are you hearing from your SHO's that they want?

Ryan: I think June is good early but I know one thing my SHO talks about is when ACUHO-I isn't in the area. That takes precedent when it is close, and I know that was a struggle for us in the past as well. So if ACUHO-I is at the end of the month then the beginning of the month is fine and if not we may have to move it.

Eric: We also have out ResEd Retreat in the beginning of June.

Trish: When I was reading this feedback my first thought was structuring it similar to our ToolKit series where you can do it in person but then have the option of logging in via webcam. Maybe even doing a couple of different sessions a couple hours each on Friday afternoons and this way it doesn't interfere with our other events or ACUHO-I.

Matt F: Building on Trish's point and if it would also be effective to think about ResEd in June and dedicating a room to the SHO's at that site for those who want the in person but still being able have the web feature for those who cannot come. And to make it cost effective maybe only charge them lunch or having them do lunch on their own.

Ange: For the ResEd committee we were talking about Mid-Level and SHO engagement and what topics my committee members thought their SHO's would want to hear about. Our thoughts were managing up and across, big picture projects, and possibly structuring it around lunch time. We haven't made any hard decision around that but hearing this makes me think we can easily add that in.

Trish: Correct me if I'm wrong but I thought it had a higher level of SHO's at the ResEd conference so I would be hesitant to pull them from that if that's something they are already coming to over other drive-ins.

Ange: I think if we are having them within the ResEd retreat and giving them a structured hour that is just for them within the retreat itself.

Ryan: Some of the SHO's really like to engage and giving back in the mentoring area and I know that we are looking to engage mid-levels differently. So I know the survey is done but is there a way of figuring out if that's something they are interested in helping with. Like maybe an aspiring SHO initiative?

Brendon: It might be worth including part of the SHO retreat with the NPI and MLI in April, because we did last year focus on making sure the mentors for the Mid-levels be Director or higher and then NPI focuses on just mid-level mentors. So it might be the best of both worlds when the New professionals and Mid-Levels are in programming blocks the SHOs can be doing something and then still give back during the mentor time.

Heather: of the attendees at the ResEd last year who did the evaluation, 6 SHO, 20 Mid-levels, 35 new professionals.

3. RELI Structure

Trish: So John C has been one of the Co-Directors and with him leaving Westfield it has left a little bit of a vacuum as he handled all of the money for that. Debbie Schreiber sent something to all of the P's and the two Treasurers. So I am going to read this directly and not paraphrase it:

"MACUHO and NEACUO have worked in tandem for over two decades to support and produced the Regional Entry Level Institute (RELI). As someone deeply involved with RELI, and on behalf of founders Dr. Tom Ellet and Joanne Goldwater, we are grateful for this continued support. Over the course of those 20+ years, Westfield State University has been the "bank" for RELI, with NEACUHO Co-Director Jon Conlogue carefully watching over all RELI monies in and monies out in his role there. However, with Jon's recent departure from Westfield, it quickly has brought up a question that we thought we had a little more time to address: where does the money for RELI (funds "in the back", registrations check for attendees and faculty and payments to hosting sites) live? At this time Jon and I share with you the options we feel could address this next evolution of RELI, as well as seek your blessing/feedback on entering into a MOU between our two regions regarding the future of RELI (as this has never been done formally). For your consideration...

There are three courses that Jon and I discussed that we feel make reasonable sense, with one making the most sense out of the three:

- 1. Each region manages/funnels their own financials for their respective RELI faculty and participants every year (basically a 50/50 split with each org receiving participant payments and in return cutting checks out as needed to faculty or honorariums and to the hosting sites for hosting costs).*
- 2. We alternate the managing Association each year based upon where RELI is hosted (odd years being in NEACUHO and even years being in MACUHO).*
- 3. One Association serves as that financial manager of RELI full-time and logistically treats RELI as another drive-in type event that we both already do in our respective regions.*

For all three of these options, it is important to note that the joint RELI ownership is still maintained as the MACUHO/NEACUHO RELI in all optics, title, practice and feel- that never changes. **Jon and I feel that option #3 is the preferred approach** as there are less moving parts, less opportunities for things to be lost and far more continuity from year-to-year. Literally the only thing that changes with option 3 from what we have done in the past is where the money goes, in this case a formal Association versus a co-director's home institution. Given that I am the newer of the two co-directors and will likely be sticking around for a good bit (fingers crossed), and given that MACUHO as an Association already hosts the RELI website for registration for both region's usage, there is a level of expressed comfortability in MACUHO assuming the financial management of RELI as outlined above, thus keeping all RELI-related things in one place. Do our NEACUHO buddies have any issues with this? Under any plan, Jon and I would ask that the autonomy of both the MACUHO and NEACUHO RELI Co-Directors will remain untouched, allowing the RELI Co-Directors to continue to successfully manage RELI in the way they have been for the past 20+ years.

So friends, first and foremost- does anyone on either governing body have strong objections or concerns regarding what Jon and I propose? *Is a formal MOU something we are comfortable entering into just for the protection of RELI as well as our respective Associations?* Again, regarding marketability, shared regional identification and the feel and execution of RELI, nothing will change as it is now. This MOU would just ensure that folks can send their checks to the same place and we can pay for services at hosting sites in the immediate year and in future years, regardless of where a Co-Director works or who those individuals ultimately are."

Trish: So Thoughts?

Ange: I think the third option makes the most sense and there is less movement. They are already hosting all of the other things so why not the financial piece. As for the MOU I don't know how much work goes into handling the finances, I think that work should be delineated so that years down the line there's not a well I have the money and do more things so bye.

Jon B: I definitely wouldn't do number 2 it is going to be really hard to track and things are going to get lost from year to year.

Nate: I think option 3 is the best, they are already hosting everything else and like Debbie said she just started in the Co-Director Role and so hopefully she doesn't go anywhere. But ultimately I think it just makes the most sense. And really its hosting the registrations and cutting the checks.

Ryan: so is there a motion?

Brendon: **I would like to make a motion to move to use option 3 as presented by Debbie for the MACUHO NEACUHO RELI program.**

Second Kim

Discussion:

Matt F: So this is for Trish to move forward and help develop a MOU

Ryan: So option 3 involves MACUHO being the formal financial host of RELI and the MOU would be for the relationship moving forward.

Nate: This may be a silly question but what is an MOU?

Ryan: It is a Memo of Understanding and it's a supplement to a contract. Contract may have more broad information and the MOU will have more detailed information that can more easily be changed.

Vote: 8-0-0 Passed

4. Annual Conference Updates

Brendon: SO we have emailed everyone a draft schedule and are looking for feedback. We kept roughly the same schedule but learning from our feedback for past annuals we have made some changes.

Based on attendance we are looking to move to a continental breakfast versus a catered breakfast to help cut cost. We are going to be kicking off the conference on Wednesday with the NEACUHO Overview Then Lunch and the Keynote as that seemed to work last year. Then we will jump into two program session to get into the conference. With District Socials we do want to talk about that structure and are looking for suggestions for that. Maybe Kristen will want to add something specifically for the SHO's. That night we are looking at dinner on your own and night on the town with some possible entertainment. We do have some of the committee working on that and getting some options for things at the host sight and the greater Albany area

As we get into Thursday this is one of the changes that we started to look at. We all noticed a drop in attendance at the business meeting so my brain jumped into RA training mode and said how can we get people to come to the business meeting and that's how we ended up with a program block in the morning so they have to get up and then they can just slide into the business meeting after that. Which will flow right into lunch after the meeting.

Still looking to stick with the exhibitor social piece after lunch and then ending the day with another program block kind of book ending the day and keeping everyone around. Then moving into the happy hour and wellness session, program committee, special guest, SHO banquet and entertainment.

Moving into Friday starting the case study competition a little earlier so if they want to get into a couple of the sessions they could. Ending it out with program committee meeting, closing luncheon and then ending the day with our incoming board meeting.

Brittany: one other thing to add is the location of the hotel is about a minute drive to a Starbucks and a Dunkin so we anticipate that people are more likely to go out on their own.

Brendon: another thing that you won't see is one of our subcommittees is working on the Experts in Residence and the MAPS program and developing what those are going to look like at this annual is still underway so we will be adding that once we have more information. So now we want to open it up to you all to give us some feedback and observations.

Matt F: Just looking at the exhibitor's lunch, people generally leave so maybe we can during that lunch after the business meeting do something like awards or give something out to keep people there. I think what happens is people get up as soon as they are done so maybe by doing something during that lunch or shortening that lunch we can keep people around. Then do a big exhibitor hall opening and make it a party that people will want to stay for. Cause what I noticed was by the time I went to make the announcement at Mystic that the hall was open there was only like 15 people left eating lunch.

Nate: I really love the continental breakfast idea is that a part of the hotel?

Brendon: yes, we are still looking at doing that and it is not provided by the hotel. Our food committee is looking at doing a more of a cold breakfast to help reduce cost.

Nate very cool, my only other thought based on the feedback from Mystic was starting the conference after lunch and not doing a full lunch but opening up a conference with a welcome and little intro and then the keynote. This would make the only meals that day would be breakfast and lunch for the board and that could save some money that way.

Brittany: I really like it from a money saving standpoint, I'm just curious what everyone else thinks.

Dave Grimes: I like the idea, the other thing I would say too is I love putting a session before the business meeting but it may create a bottle neck of check in and I'm not sure if that can be done in like 15 minutes.

Matt F: for the business meeting would it make sense to split them by institution size and run three separate check ins and then have people from the board to help check in. Or even do it by district and then have the DC's check in everyone. One Wednesday we can just remove Exhibitor Check in because it just confuses them and I will communicate everything to them. Also did the roundtable time work for everyone last year?

Consensus: no one remembered the round tables.

Kim: We had roundtable time from 11-12 as filler time and it was time to discuss now that you have learned this what are you going to be taking back to your institutions

Matt F: So do we want to expand on that and use it for committees.

Brendon: I think with Committees we were trying to recreate committee day where they can work and get work done. But people can't actually apply for committees or not that they are officially appointed to a committee until after the annual. Brittany and I found that it was more beneficial to have a table in the exhibitor fair and have people get involved in committees that way.

Jon B: This may be a broader conversation than the conference but I know for my professional staff, October is just a weird time to join a committee. Especially when we are working on development plans and things, we may want to consider opening these up before October. By the time we got to the annual my staff was already involved in other organizations and couldn't take on more.

Ryan: I agree and by moving up committee selection with board elections we can have those in place before the conference. This way they can have time at the annual to get things started and have some time to work.

Matt F: I like reaching out earlier about starting earlier but I wonder if having something at ResEd and then applications go live in July.

Ryan: only thought I had was for SHO night was Wednesday and my SHO could only go one day so I think Thursday would be the better day with the business meeting and exhibitor fair to capitalize on their presence.

Brittany: so you are saying try and focus SHO content to one day and not spreading it out?

Ryan: Some can only go for one day, so I don't think we need to provide everything for the SHO's on one day and we can do other things on the other days. But realizing some or most can only come one day so making it worth their while to come on one specific day rather than having to pick and choose a day.

Abigail: My committee was talking about creating infinity spaces for those marginalized identities. I'm not sure how it would work but would there be a space for that?

Brendon: Yes, if EDI wants to sponsor something like that we can definitely fit that into the schedule.

Abigail: Is that something we have done in the past? Is there feedback on that?

Ryan: EDI has done the book club conversations but not really an infinity space.

Brittany: we could block off time outside or program blocks for that but we could also weave that into program blocks as well. The Desmond has some really small spaces that would be really good for that.

Trish: I agree I think by doing what Brittany is suggesting if people identify as more than one of those identities they would have the opportunity to attend more than once space.

Brendon: So for District Socials, I know we go back and forth every year about what we like and don't like. This does play into our catering budget so for the DC's what would you like to see for your social to be most effective?

Eric: I think it would be great to have a small food section in each room

Kim: I think it depends on the hotel because we wanted that in Mystic and the couldn't accommodate that.

Nate: So I'm going to say something crazy, what if we did one big social run by the 6 DC's, highlighting each of the areas and its more of a happy hour set up and its more of one big social. Having gone around to all of the socials it may be easier for us to get to all to get to and we can highlight what's going on in each area.

Sarah: I liked the food at Mystic is made it really accessible and you could see it, the other thought would be instead of catering maybe we could do fun small packaged things from Costco.

Brendon: we looked at that but the hotel was not keen on that because it would take away from the hotel convenience store. We wanted to do a hospitality space but they were not really happy with that idea.

Trish: One of the things I liked about the district socials is getting some district identities and seeing people from your district, which we could definitely still do. It also made me think of the different ribbons for the different districts like at MACUHO and using them in the large group. I don't want to lose the district identities and maybe we can keep that through an ice breaker or something.

Dave Grimes: Throwing more ideas out there, Heather mentioned the membership wanting more involvement, can we have the membership meet up with their DC and help plan the social and get them involved.

Matt F: Going off of Trish's idea and tie it in with Nate's pep rally idea. Is there a benefit of having that district spirit idea and making signs that have those ribbons on them and build that level of spirit? Are we too old for that? I don't know, I think don't think it's working the way we are doing it so it's worth exploring.

Antonio: Maybe we can partner with regions close to us and help reduce the number of stops the three p's have to stop at. This year I did notice it wasn't helpful was having the big roundtables where people sat and didn't really interact. I think more high top tables that invoke more conversation is the way to go.

Kim: Building off the large social idea maybe we can have school's poster about what they are doing and help build awareness and showcase different ideas while highlighting each areas.

Trish: I don't remember which year it was but there was a big opening the DC's did and they shot confetti and did a big opening.

Nate: it was the Northeast conference and it was Olympic themed and everyone was really excited by it.

Jenn: I like the idea of a combination and then doing a break out. We could also use that as an opportunity to work in the ACUHO-I foundation and make it a competition between the regions.

Brittany: Yea do we want to bring in baskets like MACUHO and then do a raffle to build donations for the foundation. And if we stick at the individual social levels just thinking back to sponsorship opportunities do we want to ask any of our compass members to sponsor the socials in any way.

Antonio: I keep thinking are we doing this wrong? What is the point of the social? Is it an opportunity to give them information or is it an opportunity for it to be a social and have them meet each other? What is the goal?

Brendon: Especially now that we have transitioned our calendar year that at the end of the annual we have new DC's does it make sense that we are having the membership meet with someone who is not going to be there DC. Why isn't the new DC planning it and running it and having the membership getting to know them?

Ryan: Maybe we need to go back to having the social just be a social and add back in the DC updates to the business meeting.

Sarah: What if we involve the membership by having them get together with the new DCs and have them work with the outgoing DC to help plan a social and have more representation of your district.

Matt F: To Ryan's point if we are going to look at doing a social for just a social, using one large room with food allows the three p's to come in and talk with everyone and then allow everyone to go back to mingling with your reason and other reasons.

Brittany: There was a conference that had food trucks outside in a big courtyard. But we might be able to do something like that at the Desmond

Brendon: So what is our preferred direction moving forward? Let take a sense of the body:

A: One Giant Social

B: Once combinations partially giant and breaking into smaller sessions

C: Keeping it like it is

Vote: A-B-C – 15 – 4 – 0

A

Vote is for one giant social event.

Brendon: We are still looking at budget and registration rates. We are hoping to have everything ready for the next in person meeting in April.

5. Sub Groups

Trish: This time last year we took some time to work in our subgroups and having some time together. So the DC's get together, the Conference chairs got together with the Treasurers, the taskforce groups, and the three p's.

Nate: It's a great time to get together and share ideas and goals for the rest of the year.

Trish: So let's take a half hour and do that.

Break out start at 2:03 pm

Meeting Resumed at 2:33 pm

6. 2017 – 2018 Demographic Comparison

Trish: So I am going to give Heather a few more minutes because motivated by Ange's questions earlier she has dug into the data and has some more information to help answer that.

Heather: So Ange asked the question New Pro's, Mid-Levels, and SHO's what is there level of satisfaction? So I broke it down over the past two years. You can see the overall conference satisfaction and then each of the sub categories. So this is where we stand.

Nate: Is this just for the annuals?

Heather: Yes, this is the 2017 and then the 2018 annuals compared side by side. I will add this to the conference presentation from earlier and it will be added to the website when Greg updates everything.

Antonio: So one thing that we need to address heavily is the Awards Banquet on Thursday night. Based on this.

Brittany: We were all just talking and trying to remove some of the awards and move them to the lunch like we were talking earlier to help with the length of the banquet.

Antonio: I will also like to point out while it did go down its still at 74% which is not a bad number in reality.

Heather: It was the comments that were overwhelmingly told us what they really thought. I will also say based on the comments the New Professionals were not engaged in the awards as well. And if we know anything about our younger professionals is that they want more instant gratification and they aren't getting any of that from the banquet.

Trish: I think we spent the most time with the emeriti and the newest professionals have no idea who those people are and so I'm sure that has an effect. I think both Carol and Renee deserved that time as they dedicated their lives to NEACUHO, but that would disengage people if you don't know them.

Heather: But I do also think that awards banquets and recognition can show you what you can strive for so I don't think it is without value.

Ange: Have we ever thought about the sense of belonging people have when they go to these annual conferences? I'm thinking about the people that are the only people from their institution and they go in and they are freaked out by the amount of people and the fact they don't know anyone. I don't know if there is an easy question that we can put out to the general membership or if it's even worth asking. Do they have a sense of belonging or affiliation with NEACUHO and or the professionals they see at the conference?

Brendon: We had a lot of discussion last year about the annual and revamping the first time attendee and new professional orientation and tried to pull some things back. But Mel and I weren't able to completely get that done. Few years ago we used to have the top ten and it was a whole program the new professional committee was there and engaged with and was making those connections. I think we have dropped the ball on that the past couple years.

Matt F: I think the biggest number that stand out for me is the drop in the night on the town for new professionals going from 82% to 71% that's such a big drop. Is that from new professionals that are flying solo from an institution and have nothing to do or anyone to go hangout with at night. So did they go out to get something to eat and then go back to their room. Could we look at hosting those infinity groups and making those connections and getting invited to something that way.

Brendon: In Portland everything was walking distance as well. But in Mystic it wasn't and it is a lot easy to jump on to a group that's walking somewhere versus getting into to someone's car. Brittany and I are working with our subcommittee to work with the entertainment things in the area and being able to offer some more structured NEACUHO Hubs for people to go to and help facilitate those interactions.

Nate: What if we did a NEACUHO Orientation lunch with the E-Board and the New Professionals or people who are by themselves, so they can make connections that way.

Heather: That would alleviate the comment we always get that the E-Board sticks together and doesn't interact with new professionals. We haven't seen a lot of those comments maybe one or two in the last two years but it mentioned.

Dave: I think back to my first annual and what made it so special for me was the people and I know one of the people who pulled me aside was Joe Murphy. And I think we have all had that first person that welcomed us to NEACUHO. But having that lunch could help make that better.

Trish: And maybe we don't limit it to new professionals but more towards first time attendees.

E. Board Reports

- 1. Assessment** – Assessment packets are caught up to date. EDI evaluation is ready to go for tomorrow and the self-study survey will be going out soon. We are going to be sending out the first self-study survey to the membership and then a second one to the non-membership. Anyone who needs a survey or data please let me know.
- 2. Annual** – We had our first group conference call, we have a full committee, its diverse for the different districts and we will continue to ramp up the frequency of the meetings all the way to the conference in October. We are starting the budget process and hope to have it for the next meeting in April. Sonya is the point person for the MAPS and Expert and Residents section so reach out to her with feedback. The call for programs goes out March 15th, we are starting earlier this year so please mention that to your districts. Please submit proposals we all have great amounts of knowledge and it would be great to translate that into programs. Conference chairs, if you have something that was fantastic from your conference and fits the Best of your Drive-In then send that along and we can make sure the program chairs make room for it.
- 3. President Elect** – The time and place committee going to site visits in Westchester County New York in the next couple of weeks. We are looking at two hotels potentially a third, if we can get the food and beverage cost down. In the March Phone meeting we will present everything hopefully with pictures and graphic about what we saw and then we can make a vote.
- 4. Secretary** - no report
- 5. Kevin Professional Development** - MLI is coming around the corner which is exciting. Melody and I are trying to figure out a good balance of New Professionals and Mid – Level programs and figuring out how we define each of those. We are putting a strong focus on the ACUHO-I competencies and making sure we address those. I really like the idea from earlier about bringing in some SHO's for some mentorship opportunities, so hopefully we can incorporate that.

- 6. Treasurer** - Operating Budget - \$62,715.94, Reserve Budget - \$62,345.33 (\$10,333.22 of that is Legacy). The ResOps budget came through and has been closed out since our last meeting and we came out of it with about \$800 profit in large part to having more attendees than initially planned which is great Mel just sent along the RD2B budget so we will have that out soon as well.

Now that we are in the new year the 2018 fiscal year has ended and been closed out. Which means we get to start doing taxes. Ryan and I are going to connect and make sure we have everything we need for that. We are going to be auditing ourselves so don't be surprised if we reach out asking for some missing paperwork. The Finance Committee will be meeting to discuss the next years budgets we will be making some logistical changes in our financial guidelines.

- 7. Maine and NH-** No update other than we got 8 membership renewals already.
- 8. EDI-** After the conference we will be starting our book club and hopefully we will have two or three roundtable discussion on what people want to see and discuss.
- 9. Metro NY-** We had the living learning community Drive-In at Pace University. We discussed for 3 hours and then had social for 2 hours, had 37 attendees for the drive in and 17 for the social. We had 11 different institutions represented and we also piloted video recording the event and sending it to those who requested it. We like this method of having a school present on something they are well versed in and then having time for discussion after it. We will have another in NYC in the late spring and another in Long Island over the summer.
- 10. VT/ENY –** I am working on outreach and a social at NPI and MLI.
- 11. Self-Study –** The first draft of the survey is done and reviewed. We are working with Heather on updating that before we send it to the three p's for one last review before it gets sent out at the end of the February. We are a little behind schedule but not worried.

For the 2020 joint conference with MACUHO are going on a site visit in the Poconos. We have a rough draft of the schedule and once this is done we can start reaching out for committee chairs and committee members.

- 12. President** - The website has been fixed and is working which is fantastic. AUCHO-I Regional Leadership calls have been pretty slow but the STARZ applications have gone out and it is a really great opportunity. RELI applications are out as well.
- 13. New -professionals** - RD2B is coming up and will be reaching out to people to present. I don't think we are going to change any of the four sessions and so if you are here and want to help let me know and if you haven't helped before and want to help please let me know. I will also start working with Kevin to be ready for NPI and MLI.
- 14. Mass** - We are cohosting the All of the Above Conference with BACA and NASPA Region I. Thank you to Mel and Dave for helping out with that. We are in talks with

BACA about doing a round table discussion on social media the impact it has on students and working with RA Staffs.

15. **CT/RI** - Looking to send out membership renewal emails based on where they stand with the organization.
16. **Matt F** - Compass member renewals went out and had a couple companies renew right away. We had one company change their level from \$1,000 to \$500. Two emails have gone out to potential companies to sign up and we have had some companies join us one at the platinum level and FUN Enterprises has joined us at the \$1,000 level. Ken is working on how to better interact with the Housing areas as opposed to just Student Activities. Just for an update our compass members brought in \$19,500 in 2018 and so far in 2019 we are already at \$16,500 paid and an additional \$1,500 waiting to come in. We are still working to have some more companies sign up so if anyone works with Stantec, Safeguard, Trulife, Automatic Laundry, or SMRT Architects and Engineers and want to reach out to them to renew that would be great. If you have any other companies that you work with that I have not mentioned, please encourage them to reach out and sign up.
17. **Western NY**- We are thawing out before we refreeze soon. We have 5 paid members currently and my big push is going to have people registering for NPI and MLI because it is close to at least half of my region. And hoping to build some early excitement for the annual which is also close by. We are also working on something virtual for the region as well.
18. **Media Relations** - I am working on the next navigator if you have anything to add please let me know. Same with social media, any advertising or anything let me know. Deadline is Feb 20th and I'm pretty flexible with that.
19. **ResEd** - We had a call in meeting and talked about different topics we want to explore including retention, tech in higher ed, civic engagement in residence hall spaces, LLC's and theme housing. We also bounced around idea for times to include 25 min ted talk type sessions and reworking the schedule to be out the door and done by 3:30 pm Because people have said it was too long and people are leaving early. Working on getting a welcome and keynote from Salve with Jenn's help
20. **Membership Coordinator**- Thank you to Nate for helping me while I was out. I have returned from maturity leave and hoped right into membership renewal. I have been answering a lot of questions and things from the membership. I think Shannon's name still comes up as the membership coordinator so if Greg could update that that would be great. She has been having to send me things. Currently we have 61 membership institutions and we hope to grow this number throughout the year. I am also trying to figure out the bill me payment option but Jon has been helpful with that.

Trish: if your institution hasn't renewed, keep in mind to serve you need to be from a member institution so if you can gently push the person who does that to renew this way we are all in compliance.

21. Past President - I am going on a road trip with Shelly for the joint conference site visit, sadly there will not be a camera crew joining us on our adventure. I am working on putting together an awards committee and will be putting out a call for annual awards in March. The general call for election will be going out in April. Tomorrow is EDI retreat which means another Legacy Flash Sale! So we are going to have the grey hoodies, sweats, the maroon long sleeve tees, quarter zips and water bottles. Shelly made a little over \$300 at ResOps conference. So for the Grey Hoodie \$25, Sweat Pants \$20, long sleeve tee \$10. For the quarter zips and water bottle I wanted to ask you all should we keep it \$75 like we did at ResOps or go down to \$50.

Abigail: Based on the list there are a lot of entry level attendees so the cheaper option may be better.

Sense of the Body: approved

F. Information for DCs to Share with their Districts

G. Adjournment

1. Motion to adjourn by Jon B.
 - i. Second Antonio
 - ii. Meeting adjourned at 3:20 pm