



Region III Business Meeting
 Annual Spring Meeting
 Margaritaville Beach Resort
 Tuesday, May 7, 2019 12:00 PM

- I. Call to Order—Justo Torres (NCSU)
Justo called the meeting to order at 12:20pm.
- II. Recognition of New Members and First Time Attendees—Justo Torres (NCSU)
Justo asked all new members and first time attendees to stand and be recognized.
- III. Recognition of Alumni and Emeritus/Flamingo Gurus
Justo asked all of our alumni/gurus to stand and be recognized.
- IV. Recognition of Travel award winner: Adam Foutz (Auburn)
Justo asked Adam to stand and be recognized.
- V. Approval of Minutes—Scott Niles (Georgia Institute of Technology)
Scott asked the attendees to approve the minutes from the regional business meeting during the 2018 NCURA National meeting in Washington, DC. Kay Gilstrap motioned to approve, and Danielle McElwain seconded. The minutes were approved unanimously.
- VI. Treasurer’s Report—Jeanne Hermann (UTHSC)
Jeanne reported that we were over budget last year, but were able to carryover with investment funds, but are on target to be on budget for this year. Jeanne provided the following data to attendees:

	2018 Budget	2018 Actual	2019 Budget
Income:	\$153,625	\$127,126	\$181,500
Expenses:	\$152,798	\$158,783	\$179,397
Net Income/(Loss)	\$827	(\$31,657)	\$2,103

2018 Beginning cash balance	\$18,180
2018 Investment withdrawal	\$15,000
2018 Ending cash balance	\$7,009
2018 Ending investment account balance	\$77,517

VII. Regional Committee/Officer Reports

a. Jeanne Hermann—Treasurer (UTHSC)

1. Philanthropy (Coordinator, Laneika Musalini, Tri-County Technical College)

Laneika stated that the committee is transitioning away from the usual philanthropic activities for the regional meeting, but we'll see everyone in DC, where we'll resume fundraising activities!

Justo noted that Laneika's work at the national level on NCURA's diversity initiatives has been exemplary, and he wanted to thank her for those efforts.

2. Sponsorships (Coordinator, Marc Haon, Auburn University)

Marc recognized our sponsors and thanked them for their support in making this meeting such a success. He mentioned that this year he was able to bring in \$20,500 – a huge increase over the \$8,000 last year. He noted this wouldn't have been possible without the region's support. He wants to challenge us to do even better next year.

b. Immediate Past-Chair (Vacant)

1. Professional Development (Coordinator, *Vacant*)

No report

2. Alumni and Emeritus (Coordinator, Pam Whitlock, University of North Carolina, Wilmington, Emeritus)

Leadership arranged for a Meet and Hug Sunday afternoon and a dinner group Monday evening. We don't have a lot of folks coming but those attending are actively participating at the meeting to share their "wisdom." We appreciate so much still being supportive of us being involved. RIII is truly family.

3. Elections (Coordinator, Andrea Moshier, The University of Melbourne)

Justo mentioned that the call for nominations is currently open for Chair-Elect, Secretary and Treasurer, and encouraged those interested to apply. The region has updated position descriptions to be consistent by removing the criterion that individuals must have five years of service in Region III. Instead, individuals simply need to have five years of membership in NCURA. The deadline for nominations is June 19, 2019.

4. 2020 Site Selection (Kay Gilstrap, Georgia State University)

Kay noted that next year's meeting is a joint meeting with Region IV. As such, the location was not put out to membership vote. The 2020 joint meeting will be at the Tradewinds on St. Pete Beach, FL.

5. 2020 Meeting Update (Laura Letbetter, Georgia State University)
Laura stated that the meeting will occur April 26-29, 2020, a week earlier than recent years. Tradewinds has recently undergone some renovations, and is a family friendly location. We'll need lots of volunteers for tasks large and small, and she encouraged people to get involved.

c. Scott Niles—Secretary (Georgia Institute of Technology)

1. Website (Coordinator, Kathleen Halley-Octa, Georgia State University)
Kathleen stated that her committee went through each page to make sure everything was updated, and as of December 2018, it was all up to date. She noted there are a lot of pages that are more informational that were also out of date, and that has also been addressed. She stated that we need to find a new solution for forms on our site because Ninja Forms doesn't play well with Wordpress. She has been doing research on other options for free forms and report back to the EC with some more information. Kathleen noted that no one on her committee has experience with Wordpress, so as she prepares to roll off, she intends to try to identify members with such experience to make a smooth transition, and will work with them to get them up and running.
2. Social Media (Coordinator, Celeste Rivera-Nunez, University of Central Florida)
Scott stated that he has leaned heavily on Kathleen for assistance with this because of its intertwining with the website activity. Celeste has done a fantastic job with this committee. Scott talked about the need to better integrate these activities with the website. Better coordination and communication needs to be occurring, and Scott agreed that he could be doing better at facilitating this as Secretary. He will begin working on some solutions prior to rolling off as Secretary in December.
3. Surveys and Evaluations (Coordinator, Ken Carter, The University of Tennessee Knoxville)
Ken provided this report to the leadership group:
The Survey & Evaluations Committee compiled individual session feedback for the 2018 regional meeting and distributed those results to session leads. In July, the committee delivered a survey to members for feedback on preferred workshop topics for the 2019 regional meeting, in order to better align workshop offerings. Recently, the committee has worked to prepare surveys in the meeting app. The annual regional meeting survey, typically delivered in October, has been shifted to be a post-conference survey and will be delivered in June or July.

4. Public Relations (Coordinator, Kelly Millsaps, University of North Georgia)

Kelly couldn't attend the meeting, but filed this report with Secretary Niles:

“Over the past year, I redesigned the Third Thursday eBlast and outwardly re-labeled it as a newsletter. Design elements were strategically changed to reinforce the Region III brand and provide a cohesive experience between the website and MailChimp content. Additional redesign efforts include:

- Keeping stories short and images more purposeful so as not to lose readers
- Providing numerous links to the website to increase traffic
- Publishing features (i.e. “In the News” and “Bragging Rights” segments) consistently and on rotation as needed
- Using consistent layout and formatting
- Consistently publishing at the same time of day each month

One-off eBlasts were also redesigned to have a distinct, but similar, look and feel to the newsletter.

Open rates (how many emails are uniquely opened) and click rates (how many emails register at least one click of a link) have been more consistent and higher since the redesign. The average open rate for the past year increased by 6.7% compared to the previous year (currently averaging 32.4%). The average click rate increased by 4.1% (currently averaging 6.3%). For reference, the current averages are roughly twice as high as the industry average.

In the next year, I hope to recruit a more active committee to assist with creating more diverse content for the newsletter, as well as the N-Mag Corner Article. I will create a process document that includes best practices and instructions before the end of my term.”

d. Justo Torres—Chair (NCSU)

1. Honors and Awards (Coordinator)

Justo informed the members that the EC has made some changes to our Rising Star and Senior Service Awards. The Senior Service Award is now called the “Distinguished Service Award.” Nominees must have been an NCURA Region III member for 10 or more years, and have exhibited exemplary contributions to the region. Rising Star Award nominees must have been an NCURA Region III member for 7 years or fewer, and actively contributed to the region. The goal of these awards is to honor members who have served Region III, and these new criteria reflect that intent.

2. New Members (Coordinator, Tanya Blackwell, Children's Healthcare of Atlanta)

No Report

3. Professional Development (Coordinator, *Vacant*)
No Report
 4. RIII RAMP (Coordinators, Jaime Petrasek, Virginia Commonwealth University & Erin Blackwell, University of Central Florida)
Justo asked Jamie to talk about the RAMP program. Jamie provided a quick overview and reiterated that they want new mentors and mentees to join up.
 5. 2021 Regional Meeting
Justo talked about the preliminary plans for the 2021 meeting. This will likely be a joint meeting with Region VIII (international region), and as such, the location will not be put out to membership vote. A few potential sites have been identified and more information will be available in the coming months. Additionally, this will be Region III's 50th Anniversary!
 6. Bylaw/admin procedures update
Justo talked about the EC's efforts to sync what comprises the EC in the bylaws versus the administrative procedures and the organization chart. Justo revised these to 'sync' them up. He will send to us for review, and after this we can send to national, then have the membership approve at the 2019 national business meeting. Justo drafted some changes for clarification, and the EC will review these before giving them to national for approval, and then finally email them to the membership for review and vote.
- e. Emily Devereux—Chair-Elect (Arkansas State)
1. Program Committee (Emily Devereux, Arkansas State)
Emily asked all those helping to make meeting success to stand. They are a true testament to how wonderful Region III is, and they are all "flamazing!"
- Emily asked the Program and Planning Committees for this year's meeting to stand and be recognized for their hard work in making the meeting a success. She also recognized her Co-Chair Danielle McElwain for her assistance.
- Emily stated that there were 342 attendees at this year's meeting.
- Finally, Emily noted that a summary report of Hospitality, Volunteer and Attendee Experience Committee updates will be provided at the business meeting in Washington, DC this August.
- f. National Reports
1. Kay Gilstrap (Georgia State University) and Denise Moody (Harvard)

Denise thanked everyone for being so welcoming and remarked how smoothly our meeting is running. She recognized Laneika for her efforts on the national task force on diversity and inclusion.

Denise noted that national continues to work on the implementation plan approved by the board last year, and there is an expanded version of the membership profile in order to gather more detailed data from our members. She said national wants a better view of where we are and they want to hold themselves accountable for continuous change.

NCURA Magazine now has an inclusion and initiatives column, and encouraged anyone interested to reach out with ideas to continue this important focus for our organization.

Kay noted that there was record attendance for both FRA and PRA which was held in Las Vegas in early March. With respect to this year's national meeting, the theme will be "Building Towards the Future... Together." Our keynote speaker is Dr. Freeman Hrabowski, President of University of Maryland, Baltimore County. Sunday night's venue is at the National Museum of the American Indian. Tuesday night's theme is Carnival. Monday lunch will feature Capital Steps.

Denise recognized Marc Shiffman from the NCURA home office and national board members Kay Gilstrap, David Smelser, Rashonda Harris.

2. Educational Scholarship Fund Update (Tanya Blackwell, CHOA)
Tanya submitted a report noting that the call for applications for the Fall 2019 ESF scholarships has been issued and applications are being accepted until May 10, 2019.

VIII. Old Business – None.

IX. New Business

- a. Recognition of individuals rolling off as EC members and Committee Coordinators

Justo recognized Rob Roy, Danielle McElwain, Ken Carter, Laneika Musalini and Celeste Rivera-Nunez, who were all rolling off of their positions. Justo thanked each for their service and provided them with a plaque.

Emily recognized Justo for all of his efforts. She noted how he picked up the duties of the Immediate Past Chair when called upon, and has been a guiding force for her since she was elected. Justo has been a leader, both personally and professionally. NCURA Region III wouldn't be the same without his creativity and leadership.

Justo said he has been honored to serve as Chair, and is excited to serve as Immediate Past Chair and help choose the location for our 2021 spring meeting.

b. Recognition of New Officers—Justo Torres (NCSU)

Justo recognized our incoming Chair-Elect Laura Letbetter and our incoming Treasurer Jeanne Hermann.

Emily presented some of her goals for the upcoming meeting. She stated that she wants to increase collaboration among our members, and thanked Tanya Blackwell for her work on New Member Committee, as she's helped make our new members feel comfortable and involved. Emily noted that it's the time between the meetings are where the real work takes place. She will be implementing new collaborative tools for the membership over this next year, and stressed the importance of joining the NCURA Collaborate community – particularly the RIII Member Community, as we will be pushing out lots of communication and networking opportunities through Collaborate.

Drawings were conducted for New Members and the Collaborate Challenge. Winners not present will have their names posted on the conference app.

Finally, Justo noted that the Senior Service (now Distinguished Service) and Rising Star awards are being postponed until the August regional business meeting in DC due to logistical issues.

X. Adjourn

Mary Ann Latham motioned to adjourn. Kathleen Halley-Octa seconded. Attendees voted unanimously to adjourn at 1:05 pm.

Respectfully Submitted,

Scott Niles, Secretary