



TEXAS ASSOCIATION OF COLLEGE & UNIVERSITY STUDENT PERSONNEL ADMINISTRATORS

Meeting Minutes | Jan 9, 2023

Members in attendance: Teresa Simpson, Lacey Folsom, Shelby Hearn, Heather Snow, Charlin Jones-Chavez, Staphany Lopez-Coronado, Corey Benson, Dan Maxwell

Guests: Mallory Payan

I. Call to Order: 12:04 pm

II. Approval of Minutes -

Motion: Corey Benson
Second: Staphany Lopez-Coronado

III. Foundation – Dan Maxwell, Chair

- Foundation Board online retreat this week. SWOT analysis and related goal planning are expected during the retreat.
- Consider how to better communicate with association members and how the foundation can transition to more online strategies.
- Hope to bring the Fellows into future meetings to discuss the program and share the findings from previous fellow research.

III. President– Teresa Simpson

- Reviewing exploration in changing membership dues and implementing a fee structure.
- **2023 Conference Co-Chairs Diana Ortiz-Balderrama & Mallory Payan**
 - Info Session will be scheduled for next week (Week of Jan 16th)
 - Plans to re-launch the President's reception during the conference.
 - Explore potential sponsors
 - Potential changes to the cost of registration, but considering issues with travel.
- Reaching out to TACHE to see potential collaborations.

IV. President-Elect – Corey J. Benson

- Doing a product review for Member Clicks to move away from WildApricot for membership and conference registration.

- Conference 2024: Discussing with the University of Houston and Texas State as potential locations for 2024 & 2025 conferences.

V. Treasurer – Charlin Jones-Chavez

- Zoom account charge on Dec 16: \$2,100.00
 - Webinars have traditionally been the only ones to use Zoom. Potentially could use Google Hangouts instead or have members host.
 - Charlin will reach out to discuss potential reimbursements.
- Currently have (2) credit card accounts listed under Ashley and Nikki. Re-occurring costs like Google suite can be redirected to the bank account.
- Current statement totals:
 - Current \$168,219.26
 - Savings: \$55,838.84

VI. Past-President - Heather Snow

- Operations Manual indicates the final conference budget to the board:
 - Final Budget:
 - \$65,700 registrations
 - \$26,700 donations
 - Total \$92,400
 - Expenses:
 - \$1,950.00 in travel expenses for speakers
 - \$0.00 Speaker fees
 - \$7,081.36 Hotel fees
 - \$391.00 Other costs (marketing, supplies, etc.)
 - Total \$73,452.66
 - NET Profit: \$18,947.34
- Note:
 - Registration costs are lower than hotel costs.
 - While donations and sponsorships can help the conference, the concern is the conference is not breaking even.
 - Request an increase in conference registration costs moving forward.

VII. Secretary – Lacey Folsom

- Send the minutes post-meeting for your review and available on Google Drive.
- Minutes are now available on the Tacuspa website under *about*.

VIII. VP of Membership and Marketing - Shelby Hearn

- Tacuspa Newsletter:
 - Hope to send it out monthly. Sent to inboxes; provide feedback to Shelby by the end of the week.

- Current month: Focus on membership renewal and introducing new board members.
- Highlighting Corey, Charlin, and Staphany to give insight into their Tacuspa journey
- Save the date information for upcoming webinars and deadlines
- Journal Editorial information listed
- Committee Meetings
 - Looking for more TACUSPA members
- Membership
 - Creating a process for annual membership renewal space
 - Developing a one-pager for institutions promoting institutional memberships
- Marketing
 - Creating a social media calendar to ensure TACUSPA is highlighting acknowledgments and holidays outside of association-related events

IX. VP for Research and Education - Tabitha Walker

- Working on updating the journal and connecting with potential contributors

X. VP for Administration - Staphany Lopez-Coronado

- Exploring information and processes about upcoming elections.
- Nicholas Brown is to be added to the awards and recognition committee. Will begin in the Summer of 2023.
- Exploring renaming awards in honor of recent passings of TACUSPA members.
 - Research Scholarship Award proposed to be renamed after Dr. Peck.
 - Discussion regarding a process for naming of awards should be considered.
 - Discussed implementing an in-memoriam list on the website to acknowledge any passings of active and participating association members.
- Director of Technology: Has been selected, and a discussion regarding a new website platform.
 - Wild Apricot has to be renewed in Mar 14, 2023
 - Potentially pay month to month until May
 - RFP needed for the additional months, to document the transition.

XII. Good of Order- None

XIV. Adjournment: 1:10pm