

April 5, 2022
Full NCECA Board
ZOOM

In attendance: NCECA Board members Rhonda Willers (President), Chanda Zea, Heidi McKenzie, Brett Binford, Cal Cullen, Simon Levin, Ife Williams, Edith Garcia, PJ Anderson, Michelle Castro, Jacqueline Hardy, Jeff Vick, Jen Gordon, MaPó Kinnord, Dina Perlasca, Pam Kravetz, Peter Pinnell, Richard Rogers, retired board members Ray Gonzales and Nancy Servis, Special appointees Shoji Satake and Adam Chau. NCECA Staff: Executive Director Josh Green, Gerald Brown, Helen Anderson, Jacqueline Hardy, Dori Nielsen, Tammy Lynn, Kate Vorhaus, Allyson Hoffelmeyer and guest MeLisa Zackery.

Absent: Alex Hibbitt

7.04 pm EDT meeting called to order by NCECA President Rhonda Willers.
A quorum is present.

Announcements

Rhonda asked everyone to share a couple of words that reflect how they were feeling about the conference in the zoom chat.

1. **Key Dates Document.**

Rhonda is building more content into basecamp for easier access. This will also facilitate committee work in between meetings.

- **Tuesday, June 21:** Executive Committee, **Spring Board Meeting** in Cincinnati, OH
- **Wednesday June 22 - Friday, June 24:** Full Board, **Spring Board Meeting** in Cincinnati, OH.

Rhonda encouraged board members to attend in person if possible. June meeting focuses on programming review, budget and conference content.

2. Doodle link to change Full Board meeting times
3. Reminder to send your reimbursement forms & receipts to Dori.

Business

1. **Welcome new board members:** Jennifer Gordon (SDAL), Michelle Castro (DAL)

2. **Feedback from 2022 conference**

Rhonda presented a jamboard to collect feedback about the 2022 conference, focusing on places to move forward and think differently for the conference in 2023. Asking Josh what he would like the most feedback on, she led the board through the different questions and encouraged the board and staff to add any comments from attendees as well as their own thoughts. What are we proud of?

Discussion began with what we want to ensure happens again; this included continued DEI work and participation. Discussants offered anecdotal evidence indicating that ... Representation of people of color and indigenous people was proportionally higher than in past conferences; that diverse participants reported feeling welcomed at the conference; there appeared to be a larger contingent of first-time attendees, possibly due to last-minute regional registrants and health and travel contingencies of the moment; and the age range of attendees ranged from younger to older adults. Comments at the open board meeting indicated that NCECA will need to make extra effort to retain first-time attendees and make them feel secure and included. Rhonda stated that Representation matters in all kinds of ways and Edith felt the combination of programming drew in many new folks.

Moving to the hybrid experience: The board discussed the importance of deadlines and the potential for releasing content to the members throughout the year. In place of a live fall symposium, it was suggested that NCECA should look at fall 2023 as a standalone event with virtual content. Josh suggested a fall event could consist of a public release of conference content outside the paywall of the vFairs platform - offering this programming for free would build excitement and interest. Edith reminded the board of the work needed on communications for such an event. A possibility moving forward would be to invite community members or member organizations to contribute programming and put this out throughout the year. This could increase connectedness. Dina suggested that the Student Critiques could also be spread out over the year.

Chanda asked the board to consider how we refine what we do to make the conference better. The virtual conference cannot be seen as the same experience as an in-person conference. We need to look at what we have capacity to offer following our strategic plan and what our audience wants. A virtual conference means that folks can watch content at will, but there is no replacement for the in-person conference experience.

Jacqueline shared the number of new attendees for the conference – around 1072 in person, with the total registered for in person at around 3248.

Josh reminded the board that NCECA pivoted to virtual out of necessity but is now passing into a different phase. We overestimated the demand for the virtual conference. It is necessary to go through a strategic review as to why we are doing virtual - What do folks want in the virtual experience? There will be more traffic from the in-person folks on the vFairs platform than from virtual registrants. NCECA needs to have a purposeful investigation as to what to offer and where to put its resources.

NCECA has access to substantial educational content that could be a great member benefit and needs to continue with the process of archiving and making this material available. Keeping in mind our national and international community we can find ways to share with and collect information from our members. Rhonda reiterated that we are trying to build belonging for our community. Virtual and in-person conferences serve our communities differently/separately in distinct ways. She suggests we have a discussion about each of those elements individually and what they can do for us.

Action item: Prepare an update about talks with University of Nebraska at Lincoln about housing NCECA content (Pete)

Discussion turned to the increasingly expansive and complex nature of the conference, which has put pressure on those involved but particularly the programs director. Josh stated that it is time to discuss and review the programming format, and the distribution of the programming responsibilities. There are multiple considerations for NCECA when putting programming together or thinking about possible board or staffing solutions in terms of conference content, member participation and board and staff workload. Chanda strongly advocated for a staff position that focuses on programming, as well as paid positions for communications and exhibitions. These suggestions require more focused research and discussion. Josh stated that his current priority was making sure existing staff were utilized effectively and compensated adequately.

Website

Josh raised concerns about the website- it requires rebuilding urgently. Edith and Josh have begun a discussion about the website redesign and functionality, and we will need a small focused ad hoc committee – it will take more than a year to totally refresh the website, but NCECA also needs a stable platform before conference registration.

Action item: convene website committee 3-5 people (Edith, Josh)

Exhibitions

Discussion focused on the benefits of having cornerstone exhibitions close to the conference center. There are many variables at play, and this is not always possible or practical. Being able to have the Crocker Museum as a venue this year was fantastic. Josh suggested we think about reorganizing the bus routes to focus on limiting their number, prioritizing NCECA and concurrent exhibitions, and potentially limiting the number of destinations and their distance from the convention center. There are several factors to consider.

Thanks

Josh and the board took a moment to celebrate the staff, who rise to every challenge - truly amazing work from everyone. Rhonda asked the board to also take a moment for Josh – who has worked so incredibly hard and navigated last year with grace and thoughtfulness. He is an amazing leader. Kate extended her appreciation for the work of the board.

8:49pm EDT. Meeting adjourned by NCECA President Rhonda Willers