

NEC Meeting Minutes

DATE: FEBRUARY 14th, 2024

ATTENDEES

Merle Carrus - National President Audree Dyson - Greater Boston Michelle Fischler - Phoenix Mindy Frankel - Santa Clara Madalyn Friedberg - Central Westchester/Gotham (FNP) Bruce Litwer - Miami South Dade Maxine Schweitzer - Gotham	Debra Shapiro - Greater Boston Myra Silverstein - South Miami Marcy Strauss - Phoenix Dora Ocanto - BNC National Aby Ogoke - BNC National Anabelle Tirado - BNC National Stephen Rodriguez - BNC National Kathy Edersheim - BNC Consultant
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- Welcome Merle Carrus
 - First, we admired each others' Valentine's Day outfits - red and pink and hearts galore! We had a remembrance of Janice Fineman, former Executive Director of BNC, who had been on the board since 1988. She will be genuinely missed.
 - Introduction of Stephen Rodriguez Merle Carrus
 - Merle introduced Stephen Rodriguez from the Office of Institutional Advancement. He will be an advisor to the group. He spent a lot of time with Beth Bernstein before she retired and learned all about BNC. He is very Grateful for all we do. He and Dora are currently the entire staff at the moment. Nicole is on medical leave until May.
- Updates On BNC and The Team Stephen Rodriguez
 - He passed along compliments from President Ron Liebowitz, who noted that the over \$300 million we have donated over the years is unprecedented among colleges and universities. He is committed to BNC. Kathy is a trusted consultant. Stephen's goal is to figure out how we can serve our members better, more efficiently. We need to be able to have members use credit cards to sign up for events and study groups and we need access to rosters. He feels gratitude for all we do.

*We are thinking strategically about replacing the roles of Chris and Beth. The person replacing Chris will have 100% of their time allocated to BNC, rather than being split between

departments. We extend a big thanks to Dora for all of her contributions and for being a great resource to BNC while we are short staffed.

- Committee Updates

- Membership

Merle and Dora

- Goals are to develop strategies to attract new members, re-sign lapsed members, retain present members. There will be a zoom call of membership chairs to brainstorm campaigns. Kathy says she feels a lot of positive energy from this committee. Reach out to and hold event for the parents of graduating classes that have been given gift memberships for the last several years. Create a membership task force. Marcy suggested taking UOW to areas with no chapter at present. Merle commented that there are rules for starting new chapters (Marcy suggested re-evaluating them), and UOWs need to have a certain number of attendees to make it worthwhile. Marcy also suggested that if everyone in the chapter brings in a friend as a new member we will double our membership.

- Programming

Merle and Dora

- We are about to launch the Program Repository that has been in the works for several years. There is a contest to name it and will be working to increase awareness and participation, coming up with creative ways to make sure that chairs and presidents are aware and encourage them to use it on a regular basis. We are excited for its launch in the next one to two months- Michelle noted that the committee from the past several years has done a great deal of work and hopes that their work will be incorporated.

- Leadership

Merle and Dora

- Throughout the organization this is a challenge. There is a zoom presentation being planned that hopefully will be given to leaders on how to promote leadership in chapters. Nominating members in their chapter who they believe will be a good fit for leadership could be a good way to generate more interest and give recognition to those who have gone above and beyond. We discussed reaching out to faculty at Brandeis who are experts in leadership (from the Business School for example), to introduce leadership as a broader concept, for all who are interested in participating. Introducing larger, more topical programming, and can also showcase Brandeis' expertise in the subject and can really expand the horizons of BNC.

- Recruiting new NEC members

Merle Carrus

- We discussed a spring NEC meeting and whether it will be in person or on zoom and when the best timing is. Madalyn would like it to coincide with the Trustees meeting in April.

We discussed the option to invite recruits to experience campus, and attend an NEC meeting before joining leadership like was done in the past. There was a policy years ago that former NEC members could attend to sit and listen in on meetings (not participate). It was difficult to manage/run the meeting this way, so they were trying to balance this by still allowing them to listen in, but not having them participate in the conversation if they are not NEC committee members. Michelle shares that before joining NEC, sitting in on a meeting made a great influence on her decision to join.

Cathy asks how we might identify people to invite to these meetings? We could consider having NEC members reach out to people who may be interested (ex. chapter officers, chapter boards, people who may be more involved than average).

Stephen acknowledges that time, energy and overall commitment are all important to consider and that he would like to provide more resources to volunteers, making leadership more approachable. Pursuing this by increasing frequency and quality of communication and demystifying what it means to be involved in leadership. Part of this should include messaging from the university as well.

Concerns were raised about donation acknowledgements and that there has been one or more times when a donation was made but there was no acknowledgement sent. Recently we have found that people were not getting their gift as a tribute because they were not being checked off as tributes in the system. Now, when people make donations online, they will get an immediate email to confirm that you have made the donation as a tribute. All of the fields will have to be filled out so that we know that an acknowledgment needs to be made. We have things in the works to make this process automatic and will have updates as things are more permanent/ official.

Marcy - Phoenix has lots of new, younger leaders but they cannot afford the \$2500.

Michelle - need to have potential leaders and NEC members come to campus.

Maxine - need to clarify whether potential members can attend/participate in NEC meetings.

Kathy - how could we do outreach with chapters to find people to invite to leadership programs?

Maxine - can't see a path to bring leaders along. Money is an obstacle.

Myra - we need support too. Need to replace Chris. Dora has been excellent at training treasurers.

Stephen - Chris will be replaced with a full time person.

There was a discussion about IHO and IMO acknowledgements.

Mindy - we really need an online payment system.

Stephen - the payment system is getting closer by the day. There will at least be a temporary solution soon. Testing out a process at the Phoenix Spring Event.

Myra - thanked Stephen for his enthusiasm. We all agreed.

Next Meeting: TBD