

Leadership

Board of Directors Minutes

December 5, 2018

The NSDA Board of Directors held its December Virtual Meeting on December 5, 2018. In attendance were President Pam Cady Wycoff, Vice President Dr. Tommie Lindsey, Jr., Byron Arthur, David Huston, Adam J. Jacobi, Jennifer Jerome, Renee Motter, Tom Rollins, Robert Runcie, Timothy Sheaff, and Monica Silverstein.

President Wycoff called the meeting to order.

APPROVAL OF AGENDA

Moved by Wycoff, seconded by Rollins:

“Amend the order of the agenda.”

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

PAST MINUTES

Record of prior minutes approved by acclamation.

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

COMMITTEE/FOCUS GROUP REPORTING

Committee Reports: All Governance, Finance, Development, and Rules Revision and Evaluation Committees provided minutes from the meetings that occurred since the Fall Board Meeting. Members were then given the opportunity to submit questions/concerns/suggestions regarding the business conducted by these standing committees to the Board President and chairs of individual committees. Any issues and or clarifications were then addressed during the meeting.

Board Demographics and Talent Report: In an effort to improve its practices and procedures in non-profit

governance, the Board identified two priority items to complete by December. These included collecting information regarding the demographics of Board members and their talents. This information was gathered to inform inclusion efforts and standing committee appointments.

2018 Caucus Reports and 2018-2019 Inclusion Priorities:

Board members were provided the caucus reports from the sessions at the 2018 National Tournament for additional examination and discussion. Organizational and logistical suggestions for future event plans were offered. In addition, Board members were given an opportunity to react to the 2018-2019 inclusion priorities as established by the NSDA staff in conjunction with caucus recommendations and inclusion research results.

2018 Conference Report and 2019 Conference Update: Board members were provided a report from the 2018 conference and an update on 2019. This overview provided the basis for feedback regarding 2019 hotel accommodations, proposal submissions, public relations efforts, the partnership with Colorado College, and the current plans for a successful conference in 2019.

Future Planning Proposal for National and Leadership

Conferences: Prior to the past two years of the National Conference, a Leadership Conference was regularly held every two years. This past year, a leadership track was included as part of the National Conference to capture some of the benefits of leadership oriented discussions. As the Board determines the best course of action to ensure ample opportunity for collaboration and deliberation with NSDA regional and national leaders, the Board has asked the Executive Director to execute a focus group to further explore and provide feedback on the best ways to meet these goals. Exploration into a potential rotation between the National Conference and Leadership Conference will be part of the discussion.

Administrator of the Year Focus Group—Marketing and Advocacy: The Board agreed with the recommendation of the Governance Committee to create a focus group of past Administrator of the Year recipients for consultation about effective marketing and advocacy strategies. The ideas generated from this focus group could be utilized to initiate programs in schools, increase support for schools with current programs, and secure retention of current programs.

Membership Correspondence: In accordance with the Board's goal of increased membership engagement, letters submitted to the Board were included in the meeting materials to inform the Board of ideas, requests, and concerns of members. Reactions to the correspondence were discussed and proposed actions were reviewed. Board members were also given the opportunity to propose future discussion/agenda items based on this correspondence.

GOVERNANCE

Moved by Huston, seconded by Jerome:

"Approve the revised 2018-2019 Executive Director Evaluation standards and the Executive Director Evaluation timeline as recommended by the Governance Committee."

Passed: 10-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Rollins, Runcie, Sheaff, Silverstein)

As part of its Governance responsibilities, the Board affirmed the Executive Director's evaluation targets for 2018-2019 and the recommended timeline for the mid-year and annual evaluation. The new timeline better provides alignment with our strategic plan quarterly reports.

Moved by Huston, seconded by Rollins:

"Approve the Board Self-Evaluation priority focus areas and move forward with selecting strategies to achieve those goals as recommended by the Governance Committee."

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

Through its self-evaluation process, the Board selected key priorities for improvement in 2018-2019. These areas included meetings, public image and advocacy, strategy, finance, and program oversight. The Board President will collect specific strategies from each Board member designed to improve overall Board performance in the five areas highlighted. The results will be reviewed by the Governance Committee in January, and the Board will then be provided a list of strategies that will be utilized to further improve governance performance as a non-profit Board.

Moved by Huston, seconded by Lindsey:

"Approve the Appointed Board Member Timeline proposal as recommended by the Governance Committee."

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

The Board has further clarified the process for determining and acquiring the appointed members of the Board of Directors. Each seat is for a two-year term and each member may, if re-appointed, serve a second two-year term. This includes a timeline for rotation of the current seats and the potential to add an appointed seat to the Board, as needed.

Moved by Jacobi, seconded by Jerome:

"Adjourn into executive session to review nominations and approve a new appointed Board member."

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

Moved by Huston, seconded by Arthur:

"Adjourn into general session."

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

Wendy Orthman has been appointed to complete the remainder of a currently vacant two-year seat on the NSDA Board of Directors. She brings to the Board 20+ years of public relations, marketing, and social media experience. Currently, she is the Senior Manager of Product Lifecycle Communications and Organic Social Media for Nissan North America based in Franklin, Tennessee. Her passion for debate and speech began at Chesterton High School in Indiana, where she earned her membership in the NSDA. Wendy's first term will begin with the March 4, 2019, meeting and end on July 31, 2020. The Board and staff are extremely excited to welcome Wendy to the Board.

Moved by Jerome, seconded by Rollins:

"Accept the Legends Hall of Fame proposal as recommended by the Governance Committee."

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

The Board has approved a plan for a committee of sitting Hall of Fame members to select one individual annually as a "legends" choice for induction into the NSDA Hall of Fame. This individual will join four others who are annually selected by the vote of three-diamond and sitting Hall of Fame coaches. The purpose of this additional selection is to assure that worthy coaches, whose active careers have been completed for several years, as well as those individuals who contributed to the NSDA in ways other than coaching,

will be honored along with recently retired or currently active coaches. This proposal will go into effect for the 2019 induction class.

STRATEGIC UPDATE

Moved by Rollins, seconded by Runcie:

“Accept summary of strategic goals graphic for publication.”

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

On page 13, the Board is proud to publish a graphic that outlines the key goals of the NSDA 2018-2023 Strategic Plan. This information is designed to promote awareness and informed engagement within the membership and broader community.

Moved by Rollins, seconded by Jerome:

“Accept the Assistant Executive Director’s first quarter strategic plan report.”

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

Another step of Board governance work is to do quarterly assessments of the progress of the strategic plan. The Assistant Executive Director and Director of Operations, Amy Seidelman, provided the Board with a comprehensive quarterly report detailing progress on the 2018-2019 strategic priorities. The Assistant Executive Director also fielded questions and recorded suggestions from the Board.

TECH SUPPORT

Moved by Sheaff, seconded by Rollins:

“As recommended by the Finance Committee, investigate options to establish an economically sustainable model to maintain and develop Tabroom.com as a membership service, to begin in 2018-2019, including data research and focus groups.”

Passed: 11-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Sheaff, Silverstein)

Given the membership’s and community’s reliance on this service, the scope of demand, and the ongoing need to maintain, service, and update the technology, a plan to make this technology economically sustainable needs to be investigated. This process initially involves finalizing

the legal ownership rights of the technology, conducting data research, and securing focus group feedback. This information will then be evaluated to determine viable steps toward sustainability.

With the governance agenda completed, the appointed Board members were excused from the remainder of the meeting. The elected Board members remained to discuss Competition Rules Committee issues.

COMPETITION RULES

Moved by Huston, seconded by Motter:

“Continue deliberation of the Public Forum Committee, with addition of members to diversify representation, and provide recommendations by the May Board Meeting.”

Passed: 8-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Sheaff)

At the request of the Board’s Competition Rules (CR) Committee of elected members, the Public Forum Ad Hoc Committee, with the addition of members to provide more diversity of thought and representation, will consider all feedback received from the community on their original recommendations and provide the Board with a revised set of thoughts and recommendations for consideration by the Board’s May Meeting.

Moved by Jacobi, seconded by Jerome:

“Create a Congressional Debate Ad Hoc Committee as recommended by the Rules Revision and Evaluation (RRE) Committee.”

Passed: 8-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Sheaff)

The Board’s CR Committee has agreed to establish an ad hoc committee to discuss the current state of the NSDA rules and guidelines for Congressional Debate and recommend any changes and/or clarifications that might better align the event with best practices and the ultimate goals of the activity.

Moved by Arthur, seconded by Jerome:

“Adjourn.”

Passed: 8-0 (Wycoff, Lindsey, Arthur, Huston, Jacobi, Jerome, Motter, Sheaff)

QUESTIONS? CONCERNS? IDEAS?

We want to hear from you! Send your feedback to board@speechanddebate.org.