Leadership

Board of Directors January Minutes

January 18, 2022

The NSDA Board of Directors held its January virtual meeting on January 18, 2022. In attendance were President Pam Cady Wycoff, Vice President Dr. Tommie Lindsey, Jr., Byron Arthur, Dr. Alan Coverstone, Dr. Mike Edmonds, Sara Gibson, David Huston, Adam Jacobi, Jennifer Jerome, Anoop Mishra, Renee Motter, Jay Rye, and Holly Williams.

President Wycoff called the meeting to order at 6:06 p.m.

RECORD OF APPROVED MINUTES

The previously approved minutes from the fall Board meeting were officially read into the historical records by unanimous consent.

DIVERSITY, EQUITY, AND INCLUSION

Activating Equity Award Proposal

Moved by Lindsey, seconded by Coverstone:
"Approve the new 'Activating Equity Award' as proposed by the Governance Committee."
Passed: 13-0 (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Mishra, Motter, Rye, Williams)

The Governance Committee has endorsed the creation of an annual award to honor groups of individuals (student groups, organizations, school teams, district coach leadership, etc.) who are dedicating themselves to "the enhancement of a culture of equity in middle and high school speech and debate activities." Unlike many of the existing NSDA awards that focus only on the achievements of a single individual (Lifetime Achievement and Service Awards, Keller Award etc.), this honor would be bestowed upon a group of individuals for their collective actions over the year or years. The award would be presented annually and receive public recognition at the National Speech & Debate Tournament. A monetary award of $5,000 will also be awarded to help support the work of the group moving forward.

Equity Lens Discussion

In early 2021, the Board and staff agreed to pilot the use of an equity lens to be used as a framework for various levels of decision making throughout the organization. Director of Development, Diversity, Equity, and Inclusion Nicole Wanzer-Serrano reviewed the equity lens framework and offered concrete next steps for the organization to be even more consistent and intentional in utilizing this framework.

NATIONAL TOURNAMENT DISCUSSION

2022 National Tournament Survey Summary and Recommendations

The NSDA staff executed a survey in December to all NSDA advisors asking key questions concerning their current position, attitude, and school requirements concerning factors that would potentially affect attendance at the 2022 National Tournament. Nearly 1,000 advisors returned surveys, supplying the organization with excellent data for consideration. The organization has made a public commitment to finalize as many of the logistical decisions surrounding the 2022 National Tournament as

possible to give all coaches, administrators, students, and parents as much information as possible regarding safety considerations and decisions for hosting qualifiers and attending the 2022 National Tournament.

Executive Director Scott Wunn presented the results of the National Tournament survey along with his vision for special protocols and procedural measures that may need to be put in place for the 2022 National Tournament to be held in Louisville, Kentucky. Items discussed included, but were not limited to, chosen competition venue sizes and scope, adjustments to large in-person gatherings such as tournament registration, the Hall of Fame dinner, and the NSDA student party, as well as mask requirements, vaccination, and/or testing recommendations, etc. Board members had the opportunity to react, ask questions, and offer opinions during the allotted discussion. All Board members were asked to email the Executive Director by the following day with any additional thoughts, questions, and concerns, as well as recommendations for expert consultation in the field of health and safety to assist in better informing the decision making process.

On February 16, the Board unanimously endorsed the Executive Director's proposed plans and protocols for the 2022 National Tournament. For complete information, visit www.speechanddebate.org/nationals.

MARKETING UPDATE

Director of Marketing and Advocacy Angela McMillan began her work in August of 2021. During that time, she has begun the development of a marketing and advocacy department and specific plans for implementation. Angela updated the Board on the progress of the department's plans. This included information on core components built, output, timeline, and next steps. As part of examining the results, the Board reviewed a few specific campaigns' use of the core marketing strategy components and their performance to date.

STRATEGIC PLANNING

Non-Profit Organizational Business Modeling Update

During its final leadership town hall held in the spring of 2021, the staff and Board received feedback and ideas from NSDA members on the current funding and business operations of the organization. In addition, the NSDA Board has established key strategic anchors designed to guide mission-driven operations. The

Executive Director and Assistant Executive Director have asked appointed Board member Alan Coverstone to facilitate an eight- to ten-week process to assess and potentially propose adjustments to the current NSDA business model. Alan presented the staff leadership team's planned process and timeline for assessing and proposing possible adjustments to the current funding and business model of the NSDA and provided some of his insights into the process.

GOVERNANCE COMMITTEE

Appointed Board Member Selection Process

Moved by Huston, seconded by Jerome:
"Accept the Governance Committee's revised process for assessing the needs of the organization, seeking out candidates, and timelines for selection of appointed Board members."
Passed: 13-0 (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Mishra, Motter, Rye, Williams)

Identifying, cultivating, recruiting, vetting, and nominating/selecting appointed Board members to serve the NSDA is a continuous process with each annual cycle feeding logically into the next. Cultivating appointed members, particularly those who might add meaningfully to the governance function of the Board but may not be drawn from the speech and debate community, is often a multi-year process that includes opportunities for potential members to learn about and participate in the organization's work in a variety of ways. Therefore, this process proceeds on a repeatable annual cycle and encourages multi-year efforts to expand the pool of potential candidates, so that the organization is always in a position to meet emerging needs on the Board and select among outstanding candidates who are ready to join the Board in its governance functions in support of the NSDA's mission and vision.

Elected Board Member Election Process

In an ongoing effort to examine, assess, and improve organizational design and management of the Association, the Governance Committee believes it is appropriate and relevant to examine the elected Board process to determine whether any changes are necessary to meet organizational needs for representation. President Wycoff initiated discussions with the whole Board to assess the current process of elected representation to determine whether revision and adaptation are warranted. After a

robust brainstorming session, the Governance Committee was charged with ongoing investigation and creation of a more thorough proposal to be brought forward to the whole Board for consideration. If revisions are warranted, they would be in place by the 2024 elections.

REVIEW MEMBERSHIP CORRESPONDENCE

In accordance with our goal of increased membership engagement, any letters submitted to the Board prior to the meeting were included in meeting materials to inform the Board of ideas, requests, and concerns.

Moved by Lindsey, seconded by Motter:
"Adjourn."
Passed: 13-0 (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Huston, Jacobi, Jerome, Mishra, Motter, Rye, Williams)

The meeting adjourned at 8:42 p.m.

QUESTIONS? CONCERNS? IDEAS?
We want to hear from you! Send your feedback to **board@speechanddebate.org**.