

# Leadership

## Board of Directors March Minutes

March 17-18, 2021

The NSDA Board of Directors held its virtual March meeting March 17-18, 2021. In attendance were President Pam Cady Wycoff, Vice President Dr. Tommie Lindsey, Jr., Byron Arthur, Alan Coverstone, Dr. Mike Edmonds, Sara Gibson, David Huston, Adam Jacobi, Jennifer Jerome, Renee Motter, Tom Rollins, Robert Runcie, and Jay Rye.

*President Wycoff called the meeting to order at 6:32 p.m.*

### PRIOR MEETING MINUTES

The previously approved minutes from the December meeting were officially entered into the historical records by unanimous consent.

### INTERNAL AFFAIRS COMMITTEE

#### *Fiscal Year 2020 990 and Tax Return*

##### **Moved by Rollins, seconded by Gibson:**

“Accept the FY2020 990 and Tax Return as recommended by the Internal Affairs Committee.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

The annual 990 and tax return prepared by Denman & Company, LLP and reviewed by the Internal Affairs Committee was presented to the Board. Director of Business and Finance Laura Stein offered a brief overview about the two documents, highlighted key questions resolved via pre-meeting Board communications, and fielded any remaining questions or comments. Upon review, the 990 and tax return were accepted by the Board.

#### *Fiscal Year 2021 Quarter 2 Financial Report*

##### **Moved by Rye, seconded by Lindsey:**

“Accept the FY2021 Quarter 2 report as recommended by the Internal Affairs Committee.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

The report, reviewed and accepted by the Internal Affairs Committee, was presented for formal acceptance by the Board. Director of Business and Finance Laura Stein offered a brief overview of the report and fielded questions or comments. Upon review, the financial report was accepted by the Board.

#### *Personnel Matters*

##### **Moved by Rollins, seconded by Jacobi:**

“Move into executive session.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

##### **Moved by Jacobi, seconded by Lindsey:**

“Move into general session.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

In executive session, the Board reviewed the proposed contract extension for the Executive Director. The proposal was first reviewed by a three-person committee of the President, Vice President, and Internal Affairs Committee Chair. It was then further examined by the full membership of the Internal Affairs Committee and received the full support of the Internal Affairs Committee. Upon review, the recommended proposal was accepted by the full Board.

## EXTERNAL AFFAIRS COMMITTEE

### *Fiscal Year 2021 Quarter 2 Development Report*

**Moved by Rye, seconded by Arthur:**

“Accept the FY2021 Quarter 2 Development Report as recommended by External Affairs Committee.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

Director of Development and Diversity, Equity, and Inclusion Nicole Wanzer-Serrano offered a brief overview about the report and fielded any remaining questions or comments. Upon review, the development report was accepted by the Board.

### *External Affairs Proposals*

**Moved by Jacobi, seconded by Rollins:**

“Move into executive session.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

**Moved by Jacobi, seconded by Rollins:**

“Move into general session.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

National Tournament event naming proposals were recommended and evaluated while in executive session. The proposals are designed to recognize individuals who have made a profound impact on our society and/or the activity of speech and debate and, in being named, further advance the NSDA’s commitment to its core values of equity, integrity, respect, leadership, and service. The formal announcement of these decisions will be determined by the Executive Director at a later date.

### *Marketing/Branding Recommendations*

Over the past several months, the Office of the Executive Director and the Development Department have engaged Jackson Spalding, a marketing/communications agency, to prepare recommendations to NSDA staff leadership on foundational branding improvements. The plan is designed to communicate our value proposition effectively to further engage our alumni, as well as current and potential membership, sponsors, and donors. The President and Vice President were also invited to participate in a workshop that contributed to the research for this project. These

recommendations were shared with the Board through a video presentation by Jackson Spalding staff for review prior to the meeting. Jackson Spalding representative Randall Kirsch highlighted key components of the proposal and fielded questions and comments in order to incorporate feedback presented during the meeting. The ensuing discussion will help guide the Executive Director and staff as they gather additional input and determine how to proceed with the branding direction and portrayal of the mission, vision, and purpose of the organization.

## GOVERNANCE COMMITTEE

### *Fiscal Year 2021 Quarter 2 Strategic Plan Report*

**Moved by Edmonds, seconded by Coverstone:**

“Accept the FY2021 Quarter 2 Strategic Plan Report as presented by the Assistant Executive Director.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

Assistant Executive Director Amy Seidelman created a video for review prior to the meeting to accompany the written strategic report. It highlighted some of the specific operational work being done this year to meet our objectives and pointed out any current or anticipated challenges moving forward. Standing committees have been assigned specific strategic plan objectives for oversight and/or consultation. Although the entire report provides the complete picture, chairs and committee members were encouraged to specifically review their dedicated objectives. The Assistant Executive Director addressed relevant questions submitted via pre-meeting Board communications and fielded remaining questions and comments. Upon final review, the strategic plan report was accepted by the Board.

## LEGAL MATTERS UPDATE

**Moved by Jacobi, seconded by Coverstone:**

“Move into executive session.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

**Moved by Huston, seconded by Jacobi:**

“Move into general session.”

**Passed: 13-0** (Wycoff, Lindsey, Arthur, Coverstone, Edmonds, Gibson, Huston, Jacobi, Jerome, Motter, Rollins, Runcie, Rye)

At each meeting, the Board sets aside time to discuss any ongoing legal matters in executive session.

## DISTRICT AND NATIONAL TOURNAMENT UPDATE

Due to time constraints, the Executive Director will provide the Board with updates on the 2021 District and National Tournament series through an upcoming monthly Board update.

## REVIEW MEMBERSHIP CORRESPONDENCE

Board members were presented with and given the opportunity to review any letters or emails regarding comments and/or suggestions from the membership. Given limited time for discussion, Board members were directed to share comments with the President after the meeting, and the President agreed to propose options to address correspondence accordingly.

*Appointed members concluded their Board governance business. The Board recessed for the evening at 8:35 p.m. on Wednesday.*

*Elected members of the Board reconvened at 7:00 p.m. on Thursday to discuss Competition Rules items.*

## COMPETITION RULES

### Rules Revision and Evaluation Committee Evaluation

#### **Moved by Jacobi, seconded by Motter:**

“Accept the Executive Director’s recommendations to end the current Rules Revision and Evaluation Committee and have the entire group of elected Board members take on these responsibilities through a series of official Board meetings throughout the year.”

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

The current system of utilizing a Rules Revision and Evaluation Committee to bring forth recommendations to the full Competition Rules Board was explored in

an effort to continually improve and streamline this process. After examination and discussion, the Board agreed to eliminate the RRE Committee in 2021-2022. The new process will still utilize sub-committee work, as needed, and maintain existing norms and standards utilized by the former RRE Committee. However, by utilizing the full elected Board at an earlier point in these discussions, more voices will be added to further improve efficiency and informed decision-making. In addition, the new periodic schedule for meetings during the year will better facilitate timely decision-making and communication of future rules changes to the membership.


### Pilot Rule Timeline Evaluation

In the fall of 2018, the Board passed a motion to accept a competition rules and evaluation timeline that created a three-year process for major competition and rules changes. In light of the pandemic and other emergent situations, this process is currently under evaluation. The need to respond to issues in a timely manner yet allow time for sufficient communication and feedback regarding rules needs to be weighed. Warranted exceptions to these protocols need to be further examined. Executive Director Wunn led a discussion on the potential benefits of revising the current pilot rules structure. The preliminary feedback gathered will now set the stage for preparations needed to have final discussions and decisions at the May Board meeting for implementation during the 2021-2022 school year.

#### **Moved by Arthur, seconded by Huston:**

“Adjourn.”

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

*The meeting adjourned at 8:05 p.m. on Thursday.* 

## QUESTIONS? CONCERNS? IDEAS?

We want to hear from you! Send your feedback to [board@speechanddebate.org](mailto:board@speechanddebate.org).