I. Welcome Ali!

II. Updates on nominations from community colleges
   a. Participation was very low
   b. No strategic marketing was deployed
   c. In the future:
      i. How can we encourage people to build on the region awards?
      ii. How can we get region liaisons to reach out to their communities?
      iii. Alter marketing to focus on recognition (since budget cuts will be happening across the global community)
      iv. Have four year college’s nominate two year counterparts
      v. Review rubrics to ensure they are inclusive of community colleges

III. Technology Innovation Award
   a. Write up is coming along
   b. There will be two categories, program specifics and college-wide specific

IV. Rubrics- No updates
   a. What are the overarching themes
   b. Can we tie them into competencies or values so they are less American-centric or four year-centric?

V. Big Four Eligibility
   a. No eligibility restriction
   b. Anyone with limited advising experience or limited NACADA engagement
   c. Measurements were subjective
   d. Amending award criteria to define who can win the award
   e. How do we recognize rising stars?
   f. Implementation for 2022

VI. Monthly recognition opportunities
   a. Rising stars
   b. Less formal
   c. More frequent

VII. Being intentional
   a. Adding Diversity, Equity, and Inclusion to all awards criteria
   b. Ensure it is in all the rubrics

VIII. Virtual Awards Ceremony
   a. Jennifer McCaul offered to lead
   b. Matt willing to assist
   c. Presidential Package? What if we deliver the award to the campus President, encouraging them to honor the award winner?