

NACAS Foundation Board
Meeting Agenda
Friday, June 6, 3:00 – 4:30 PM ET

Board of Directors

Emily Messa, PhD, CASP - President
Angela Peterson – Vice President
Jim Dwyer, CASP - Treasurer
Kevin D'Onofrio - Director
Joseph Pearson, CASP – Director (Absent)
Scott Seagren, CASP – NACAS Board VP
(Departed at 3:25 PM ET)
Kennedy Turner - Director
Salli Darden - Director
Danielle Klinkhamer – Director
Ron Portwine, CASP – Director
Jason Rex Tolliver - Past President

Staff

Rich Steele, CASP - CEO
Matt Portner – Senior Director of Finance & Administration
Artem Mulitsa – Chief Sales & Marketing Officer
William Hurley – Chief Strategy Officer

- 1) Call to Order / Roll Call – *Emily Messa, PhD, CASP*
- 2) Approval of the April 22, 2025 Meeting Minutes – *Emily Messa, PhD, CASP*
M/S/P Angela / Kevin to approve the April 22, 2025 minutes.

Strategic Issues

- 3) Foundation 2025 timeline – *Angela Peterson*
 - a. No major updates.
- 4) Student engagement and involvement at C3X – *Emily Messa, PhD, CASP & Rich Steele, CASP*
 - a. “Beyond Graduation: Auxiliary Services as a Profession” suggested as a title or marketing language.
 - b. Salli and Chartwells have agreed to sponsor the student engagement expo at C3X. Emily and Rex are also planning on sending students to showcase a poster presentation on student success and expose students to the benefits of participating at NACAS. Success of this pilot approach could lead to an overall focus on a student pipeline to auxiliary services.
 - c. This would be held around the NACAS branded expo space. Consideration was made to host the students in the expo on Tuesday and potentially purchase them “NACAS gear” to help visually identify them.
 - d. A suggestion was made to allow students to provide “Best X” awards for their first day of participating in the expo.
 - e. A reminder was made to heavily market any student activations to ensure that attendees are aware of new opportunities. This could include push notifications on the app, postcards on site, and social media blurbs.
 - f. NACAS would support a write-up of the student perspectives and their overall feedback of C3X to help develop future years’ programming.

- g. C3X 2026 could include bringing in additional students through an 'intern program.' Collaboration with the C3X Committee could allow for easier participation due to a heavy density of colleges and universities nearby.
- 5) TILT Collective Grant – *William Hurley*
 - a. The TILT Collective has approved NACAS' submission, providing \$725,000 (half provided in July 2025, half in July 2026).
 - b. These funds will be distributed between the NACAS Foundation for management overhead, Greenworks as the fiscal sponsor, and to NACAS and the NACAS Regions through new sponsored workshops, speakers, and related programming.
- 6) Central report – *Ron Portwine, CASP*
 - a. Central CX was a well rated and financially healthy conference, held this year on-site at Oakland University.
 - b. Flip a Coin's revenue was slightly under projections. It was held at a time that did not allow for much Business Partner participation, which may be adjusted for 2026.
- 7) 2025-2026 Foundation Board – *Emily Messa, PhD, CASP*
 - a. The only vacancy that we have not yet identified a replacement for is for West. A Vice President is also being identified.

Review & Adjustment of Strategy

- 8) Treasurer Report – *Jim Dwyer, CASP*
 - a. *Regional support*
 - i. Despite earlier concern, regions are projecting unaudited net positives from their CXs in 2025. This may make the ask for a regional donation easier.
 - ii. William and Emily will create a one-pager for regions to utilize when making their regional ask. This can include funding for DIAL, Cornerstone, student panel, etc.
 - b. *Board giving & future process*
 - i. We are currently at \$6,000 for Board giving. \$9,000 was budgeted and there is a ceiling of \$12,000 if all Board members provide their contribution.
- 9) NACAS Cornerstones – *William Hurley*
 - a. Regional leadership was very satisfied to learn that there will only be one Cornerstone award per region.
 - b. The nomination deadline is 7/1 – Consider nominating a peer!
- 10) 2025 Regional Rising Star awards – *William Hurley*
 - a. Regional leadership have elected to provide a complimentary CX 2026 registration to awardees, which will be funded by the regions.
 - b. The NACAS Foundation will still fund the physical awards to be provided at C3X 2025.
- 11) Foundation Principal Sponsorships – *Artem Mulitsa*

- a. Both a la carte options and holistic packages can be purchased for potential Business Partner sponsors.

12) NACAS Book Club – *Rich Steele, CASP*

- a. Rich shared information around Chapter 2 – Assessing the situation.
 - i. Three different types of fundraising (annual fund, targeted campaign, and fundraising events) were described, as well as the difference between staff liaisons and Foundation Board members.

Routine Board Business

13) National Board Report – *Rich Steele, CASP*

- a. The NACAS Board will be meeting on June the 6th. Planned discussions are around holistic dues/rates (no increase proposed for 2026), strategic planning,
- b. The Committee Chair Council met last week and Committee updates were provided for group discussion.

14) NACAS Office Update – *Rich Steele, CASP*

- a. An addendum was made for C3X 2025's contract which will add two additional ballrooms for space allocation.
- b. Senior Executive Summit was both well received and financially healthy. Due to Central CX being rescheduled for the Spring, the Summit in 2026 may be moved slightly to not overlap.
- c. Call for volunteers, awards nominations, and sign-ups for the DIAL cohort are all due on 7/1.
- d. The early-bird deadline and 'group rate' (3 or more attendees from one institution) for C3X is 8/1.

15) Adjourn

- a. *M/S/P Rex / Angela to adjourn the meeting.*

2025 Virtual Foundation Board Meetings

- June 6, 2025 – 3:00 – 4:30 PM ET
- September 9, 2025 – 3:00 – 4:30 PM ET
- October 13, 2025: 3:00 – 4:30 PM ET

Future C3X Conferences

- **C3X 2025 Annual Conference & Expo:** November 16-19, 2025 – (Las Vegas)
- **C3X 2026 Annual Conference & Expo:** September 26-30, 2026 – (Chicago)
- **C3X 2027 Annual Conference & Expo:** October 31-Nov. 3, 2027 (Washington, DC)
- **C3X 2028 Annual Conference & Expo:** October 15-18, 2028 (Denver, CO)