

NACAS Foundation Board Meeting Minutes July 17 & 20, 2020

<input checked="" type="checkbox"/>	Melissa Moore	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Eddie Mills	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input type="checkbox"/>	Laura Stevens	Treasurer	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Assoc. Executive Director
<input type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input type="checkbox"/>	Aubry Wooten	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input checked="" type="checkbox"/>	Kara Bunde-Dunn	Director (BP)	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	J. Rex Tolliver, CASP	Director (Central)	<input checked="" type="checkbox"/>	Abby Hazekamp	Marketing Manager
<input checked="" type="checkbox"/>	Ron Portwine, CASP	Director (Central)			
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)			
<input checked="" type="checkbox"/>	Pam Burke	Director (East)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Bill Redwine	Director (South)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	Kathryn Le Gros, CASP (Emeritus) – Day 2 only	Director (West)			
<input checked="" type="checkbox"/>	Mark Ironside	Director (ex-officio, voting)			

FINAL 8-19-20

Friday, July 17th

President Moore called the meeting to order at 12:03 p.m. The group shared what fall opening is looking like on their campuses.

Approval of June 24, 2020 Minutes

M/S/P Mills/Redwine “to approve the June 24, 2020 minutes with a minor change to five individual donors under the Individual Donors report.”

10 “Yes” votes

Zero “No” votes

Zero abstentions

Strategic Issues

Small Groups Updates

Business Partner Support

- Mr. Mills gave a brief update on the subcommittee’s ongoing work. A call was held recently with Rodney Bullard, Executive Director of the Chick-fil-A Foundation.
- Mr. Turner noted that the group is still checking in on business partners and working on sponsorships.

Foundation Activities

- Mr. Redwine reported that the group has been working on fundraising activities. These activities fall under the umbrella of “NACAS Cares”:
 - Give Back Day on August 3rd. The goal is to raise \$5,000.

- Virtual Fun Run/Walk sponsored by several NACAS business partners. The goal is to raise \$18,000 and have a minimum of 150 participants. Swag bags are being created to give to the first 150 people that sign up.
- Cash Raffle - Mr. Redwine is looking into the legality piece of this. The goal is to raise \$11,000 on this online event to be held during C3X.
- Custom Label Champagne and Bourbon - Mr. Redwine is working with an agent about the logistics of this. Discussion was held on using the Foundation logo with the funds going to NACAS Cares.
- Discussion will be held on virtual fundraisers affiliated with C3X. The group is also discussing a Texas Hold'em event to be held in January or February 2021.

Individual Donations

- Ms. Peterson noted that the subcommittee worked on the donor call list and is reaching out. NACAS has 39 current recurring donors. The goal is to increase by 5% from this past year's number of donors (47 recurring donors).
- A letter will be drafted to send to the NACAS Board of Directors around fundraising commitment.

Long-term Financial Planning

- Mr. Dastoli noted that the Joint Finance Committee meeting is scheduled for August 4th.
- Data is being collected from a few CHEMA associations on how their Foundations operate.

Policy Determination: Public & Operational

Policy Manual Update

Regional Liaison Positions

- Ms. Stott noted that the regional liaison position was originally proposed as a By-laws change, but it was decided to move it into the Policy Manual.

M/S/P Tolliver/Redwine “to approve adding the proposed section 211 - Regional Liaisons to the Foundation Policy Manual.”

11 “Yes” votes (one person joined late)

Zero “No” votes

Zero abstentions

Review & Adjustment of Strategy

Treasurer’s Report

- Mr. Dastoli reviewed the quarterly financials.
- The investments are currently remaining stable.
- Joint Finance Committee update - the committee met on June 23rd to discuss options on C3X and will meet again on August 4th.
- The 2019 Review was included in the board materials. The Finance Committee reviewed this and approved. The full audit will occur every three years.

The motion to approve the 2019 Review comes from the Finance Committee and does not require a second.

Motion passed “to approve the 2019 Review as presented.”

11 “Yes” votes

Zero “No” votes

Zero abstentions

Nominating Committee Update

- Mr. Mills noted that there are four members rolling off the Foundation Board this fall: Ms. Moore, Ms. Stevens, Mr. Lynch and Ms. Bump. He thanked them for their service on the board. The Nominating Committee met and recommends the following Foundation Board members:

President - Eddie Mills, Georgia Southern University [2-years]

Vice President - Jason Rex Tolliver, University of Illinois at Chicago [2-years]

Treasurer - Pam Burke, Shenandoah University [2-years]

Board Member (West region) - Krystal Lewis, Arizona State University [3-years]

The motion comes from the Nominating Committee and does not require a second.

Motion passed “to approve the 2020-2021 Board slate as presented.”

Eight “Yes” votes

Zero “No” votes

Three abstentions (those listed on the slate)

- This slate will be presented to the NACAS Board in August for their approval.

NACAS Board of Directors Report

- Mr. Ironside noted that the NACAS Climate Survey went out to the membership yesterday. This is a first in a series of actions that NACAS is taking to stand by our values of inclusivity and respect. The next step is to have intentional conversations at the NACAS board level around this.
- The NACAS board will be working on the next Strategic Plan in 2021.

NACAS Office Report

- Ms. Finn reported that the NACAS office is officially virtual and all staff are working remotely.
- NACAS and the Membership Committee are working on membership renewals.
- The staff has been having conversations with the regions on how to maintain membership and access to resources for members.
- The staff has been working tirelessly on C3X. NACAS hopes to make a public announcement on this by mid-August.
- NACAS is working on the 2021 Leadership Team Meeting and C3X 2021. Ms. Finn noted that we will be anticipating and planning virtual events for a while.
- The Virtual Leadership Forum was a great success with close to 50 attendees.
- The Business Partner Forum was held early this month and there were close to 50 business partners attending. Great feedback has been received.
- BrandEd, NACAS’ first webinar designed to provide members with brand education was held on July 15th.

Strategic Plan

- Ms. Finn reviewed the agenda for the strategic planning. Mr. Mills provided details of the Chick-fil-A Foundation call on the working pieces of foundations: structure, operations, strategies, board make-up, mission, etc. The Chick-fil-A Foundation holds their own events and discussion was held on the possibility of inviting NACAS to one of these events. This would be a great opportunity for brand recognition.
- Breakout groups were held to review the purpose/mission, messaging and recent focus of the Foundation.
- Ms. Stott gave an overview of the GROW Model and the activities that will occur on Monday.

The meeting recessed at 3:23 p.m. on Friday, July 17th.

Monday, July 20th

The meeting reconvened at 12:03 p.m. on Monday, July 20th.

Continued Strategic Planning Work

- The board and staff split into breakout groups and came up with three goals for the new Strategic Plan.
 - High-functioning Foundation
 - Fundraising to support the campus experience
 - Increase affinity for the NACAS Foundation so it can continue to support the student campus experience
- A summary document of these goals will be provided at the August board meeting for final review. Following the August meeting, small working groups will bring suggested objectives and KPIs back to the Board in the fall.

New Business

- There was no new business.

M/S/P Mills/Redwine “to adjourn the meeting at 3:32 p.m. on July 20th.”

11 “Yes” votes
Zero “No” votes
Zero abstentions

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant