

NACAS Foundation Board  
Meeting Minutes  
September 30, 2020

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<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 checked="" 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 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"/>	Jeff Tice	Director of Membership
<input checked="" type="checkbox"/>	Ron Portwine, CASP	Director (Central)			
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)		<b>Guests</b>	
<input checked="" type="checkbox"/>	Pam Burke	Director (East)	<input checked="" type="checkbox"/>	Krystal Lewis	Incoming Director (West)
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)	<input checked="" type="checkbox"/>	Matt Portner	Incoming NACAS President Elect
<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)	Director (West)			
<input checked="" type="checkbox"/>	Mark Ironside	Director (ex-officio, voting)			

FINAL 11-6-20

President Moore called the meeting to order at 2:03 p.m.

**Approval of August 19, 2020 Minutes**

**M/S/P Ironside/Peterson “to approve the August 19, 2020 minutes as presented.”**

12 “Yes” votes

Zero “No” votes

Zero abstentions

**Strategic Issues**

**3-Year Strategic Plan**

- Ms. Stott reviewed the compiled notes from the summer board meeting on the future of the Foundation. The five areas of focus that drive the mission of the NACAS Foundation are:
  - Student Success
  - Basic Needs
  - Enrollment
  - Inclusive Excellence
  - Leadership
- The NACAS Foundation’s three strategic goals are:
  - Fundraising: Create more fundraising opportunities to support student success and affordability in higher education.
  - Brand Awareness: Increase brand awareness for the NACAS Foundation so it can continue to support the student campus experience.
  - Foundation Culture: Establish policies and procedures to ensure excellence, adaptability, and leadership in all NACAS Foundation operations and practices.

- Ms. Stott reviewed the Strategic Plan Creation Guidelines for Working Groups. The objective is to identify the Foundation’s strategic goals and define the KPIs used to track performance.

**ACTION:** The small working groups to identify the objectives and define the KPIs used to track performance to meet the Foundation’s strategic goals by January 8th so it can be reviewed at the January Board meeting. President Moore instructed the small groups to meet and work on this.

- Mr. Ironside informed the group of the Council on Foundations and recommended that the NACAS Foundation join this organization. Members would have access to that Foundation’s staff attorneys for advice, webinars, benchmarks, best practices, etc. This is an unbudgeted expense of \$1,000 for 2020.

**M/S/P Kraner/Stevens “to pursue joining the Council on Foundations.”**

12 “Yes” votes  
 Zero “No” votes  
 Zero abstentions

**Policy Determination: Public & Operational**

**Review & Adjustment of Strategy**

**NACAS Campus Care Grant Recipient(s)**

- Ms. Peterson noted that the small group met and reviewed the 133 Campus Care Grant applications that were received. Four campuses were selected to be awarded grants:
  - University of Nebraska-Lincoln - \$5,000
  - University of Maryland, College Park - \$5,000
  - Otterbein University - \$5,000
  - Harford Community College - \$7,850

**M/S/P Redwine/Portwine “to approve awarding NACAS Campus Care Grants to the four campuses as presented”**

12 “Yes” votes  
 Zero “No” votes  
 Zero abstentions

**Central Past Presidents Scholarship**

- Ms. Stott gave an update on the Central Past Presidents Scholarship. The deadline for the scholarship has been extended to October 5th. The Foundation has allocated a total of \$1,500 to be dispersed for this scholarship (e.g., three \$500 scholarships).

**Small Groups Updates**

**Business Partner Support**

- Mr. Mills noted that the group has continued to reach out to business partners. Business partners are experiencing a loss of revenue on campus due to the pandemic.

**Foundation Activities**

- Ms. Finn reported that she met her \$2,000 goal for the NACAS Cares Run/Walk, which is sponsored by Pitney Bowes. Ms. Peterson has raised a great deal of money as well. Ms. Le Gros noted that there are 67 participants registered for the event and total revenue to date is \$17,442.43 (with a goal of \$18,900). \$6,922.33 of these funds were donations raised from peer to peer fundraising efforts.
- The online auction and Flip-a-Coin fundraiser will not take place during the 2020 virtual conference.
- The custom label spirits will not be feasible this year because of licensing restrictions.
- Ms. Vercellone noted that there will be a banner in conference attendees’ contact records that they support the NACAS Foundation.

- Texas Hold'em is in the works for 2021.
- Ms. Burke is following up with Amazon Smile and Omaha Steak Company for the Foundation to receive funds from online sales.

Individual Donations

- Ms. Peterson noted that the expectation letter of the NACAS Board of Directors will be discussed during their board meeting on October 9th.

Long-term Financial Planning

- Mr. Dastoli noted that the group is continuing to put together an investment and reserve summary and strategy and will be shared with the Foundation Finance Committee.

**Routine Board Business**

**NACAS Board of Directors Report**

- Mr. Ironside noted that the NACAS CCC Quarterly Report was included with the board materials.

**NACAS Office Report**

- Ms. Finn noted that the staff is working on putting together the virtual components for the conference. Ms. Oakley will be sending calendar invites for rehearsals, etc.
- The NACAS Foundation will have a virtual booth during C3X. Foundation board members will need to manage that booth on Tuesday, November 10th.
- Education sessions have been selected and a notification went out today to the membership.
- There is a shift of staff roles and responsibilities - Mr. Tice will now be the staff liaison to the Foundation working groups and transition the next month.
- The next Business Partner Forum is scheduled for October 7th. There will be institutional panels, student panels and Chick-Fil-A will share what they are experiencing during Covid-19.
- The 2019 Ladson award winner, Esmeralda Valdez did not use her award last year and cannot this year. She will be using these funds in 2021.

**New Business**

- There was no new business.

**M/S/P Mills/Redwine “to adjourn the meeting at 3:24 p.m.”**

11 “Yes” votes (one person left the meeting early)

Zero “No” votes

Zero abstentions

Respectfully submitted,

Kelsey Harmon Finn  
CEO

Marcia Oakley  
Executive Assistant