

NACAS Foundation Board  
Meeting Minutes  
April 28, 2021

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<input checked="" type="checkbox"/>	Eddie Mills	President	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Interim CEO
<input checked="" type="checkbox"/>	J. Rex Tolliver, CASP	Vice President	<input checked="" type="checkbox"/>	Kennedy Turner	Chief Revenue Officer
<input checked="" type="checkbox"/>	Pam Burke	Treasurer	<input checked="" type="checkbox"/>	William Hurley	Dir of Membership
<input checked="" type="checkbox"/>	Kara Bunde-Dunn	Director (BP)	<input checked="" type="checkbox"/>	Lindsay Hodges	Registrar & Ops Mgr
<input type="checkbox"/>	Carty McMullen	Director (BP)			
<input checked="" type="checkbox"/>	Ron Portwine, CASP	Director (Central)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Bill Redwine	Director (South)			
<input checked="" type="checkbox"/>	Krystal Lewis	Director (West)			
<input checked="" type="checkbox"/>	Kathryn Le Gros, CASP (Emeritus)	Director (West)			
<input checked="" type="checkbox"/>	Phil Allison	Director (East)			
<input checked="" type="checkbox"/>	Matt Portner	Director (ex-officio, voting)			

**1. Call to Order / Roll Call** 2:03PM

**2. Approval of March 24, 2020 Minutes**  
M/S/P Redwine/Peterson “to approve the minutes from the March 24<sup>th</sup> meeting.”

**Strategic Issues**

**3. Strategic Discussion**

- President Mills provided an opportunity to go over the areas of focus, discussing the laid out KPIs, and individual giving. The relevancy of the KPIs was discussed.
- Ms. Peterson reported that at the end of the fiscal year recurring donations were at 49. A few individuals have dropped since the beginning of the year but have gained new individual givers through LTM.
- Members are feeling overwhelmed with the current state of the industry. Also, with the closing of an academic year and the opening of fall 2021, members have found participating in Foundation events challenging.
- There was discussion around telling the Foundation’s story and purpose when promoting the Foundation activities, not just the activity itself. The NACAS staff will create talking points for the Foundation Board to use in fundraising efforts, including what the donation/participation supports such as the Campus Cares Grant.

**Review & Adjustment of Strategy**

**4. Nominating Committee Update**

- There members are eligible to roll off from the board or continue for a second term. Mr. Mills has contacted each with a request to continue with their positions for another term.
- More information will follow at the next meeting.

**Policy Determination: Public & Operational**

## **Routine Board Business**

### **5. Working Group updates**

- Activities
  - Discussion was held on the KPIs, specifically having four to six events this year for the Foundation.
  - Current challenges include the \$50,000 goal with a third of the year being completed and the unknown of in-person events in 2021, as well as challenges in communicating with previously active NACAS members possibly due to pandemic struggles on campus.
- Individual giving
  - President Mills noted that the Foundation tries to increase the amount of individual givers and donors by 3% each year.
  - Ms. Peterson provided an update of outreach strategies to grow the donors list, to begin in the month of May. There is also a plan to revisit having all NACAS board members become donors to the Foundation as they have in the past.
  - Looking for each member of the committee to bring on five new donors for the year.
- Partnerships
  - This group is seeking to blend business partnerships with the ability to help campuses through the NACAS Foundation.

### **6. NACAS Board of Directors Report**

- Mr. Portner reported that the CEO search is the main focus of the Board. Listening session notes and poll results are being utilized to aide in this search.
- Planning continues for the annual conference. If anyone has suggestions for speakers please submit them to Mr. Portner for consideration.
- The Joint Finance Committee Meeting will take place May 7<sup>th</sup>, looking to refine the budget to hold a hybrid C3X conference.

### **7. NACAS Office Report**

- Raj White has been hired to fill the Programs & Services Manager position. NACAS is in the final stages of hiring a temporary Administrative Assistant.
- The Spring Expo went well, about two-thirds of NACAS business partners participated. The staff is working on extending it to a year-round experience.
- A new member joined from Mexico, ANUIES (Asociación Nacional de Universidades e Instituciones de Educación Superior/The National Association of Universities and Higher Education Institutions) possibly to assist with bringing more Mexican institutions into the association.

### **8. Adjourn**

**M/S/P Tolliver/Burke “to adjourn the meeting.”**

Respectfully submitted,

Lillian De Lisle Stott  
Interim CEO

Lindsay Hodges  
Registrar & Operations Manager