

NACAS Foundation Board Meeting Minutes December 15, 2021

<input checked="" type="checkbox"/>	Eddie Mills	President	<input checked="" type="checkbox"/>	Matt Marcial	Chief Executive Officer
<input 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	Director of Membership
<input checked="" type="checkbox"/>	Kara Bunde-Dunn	Director (BP)	<input type="checkbox"/>	Lillian De Lisle Stott	Chief Operating Officer
<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 (At Large)			
<input checked="" type="checkbox"/>	Krystal Lewis	Director (West)			
<input checked="" type="checkbox"/>	Phil Allison	Director (East)			
<input checked="" type="checkbox"/>	Neil Markley	Director (ex-officio, voting)			

*December 15, 2021
2:00 - 3:30pm Eastern*

1. Call to Order / Roll Call

- President Mills called the meeting to order at 2:02 pm ET.

2. Approval of the Minutes

- Approval of the October 18, 2021, minutes

M/S/P Portwine/Allison “to approve the minutes of the October 18, 2021 meeting.”

Strategic Issues

3. Stakeholder Listening Tour

- Mr. Marcial reported one of the top priorities from the Board for the organization is Membership, considering strategies beyond acquisition and retention such as engaging multiple levels of campus professionals and aligning the member value proposition.
- Other top priorities shared include creating content for other career pathway opportunities, DE&I, and the CASP Program.
- Foundation Board feedback included better alignment on mission and focus areas, the need for dedicated staff support, more consistent donor recognition and benefits, and opportunity for outsourced funding.

4. Foundation’s Strategic Direction

- The focus going into LTM is the new strategic plan and how the Foundation ties into it.
- To be successful in driving the Foundation’s mission, the areas of focus should align with and help advance the mission. Focusing on basic needs being the mission should simplify the message.
- The messaging and branding should align with what the Foundation is doing currently. Discussion was held on being more direct in the purpose of scholarships and the Campus Care Grant.
- Mr. Allison, Ms. Bunde-Dunn, and Ms. Lewis volunteered to draft 2-3 proposals for the Foundation Board to review at LTM. The goal will be to clarify the mission and areas of focus, and to align them with basic needs and the future of auxiliary professionals.

Review & Adjustment of Strategy

5. Student Hunger Testimonial Video update

- Ms. Lewis and Mr. Turner presented a testimonial video from students on the ASU campus speaking to the current food insecurity issue.
- The focus is on removing shame from needing assistance as an invisible demographic.
- The video should ignite a passion of telling a story to donors as well as inspiration for marketing and a purpose.
- Board members along with staff will be able to share the video to explain what the Foundation does and who the Foundation serves

6. 2022 Campus Care Grant Process & Timeline

- Mr. Hurley reported that this past pool received more applicants than funding allowed.
- There are currently two open vacancies for the review committee, please let Mr. Hurley know of your interest.
- The grant will open in mid-March and close at the end of June to give more time for review and selection of submissions.

7. Treasurer's Report

- Mrs. Burke reported the RFP for the 2021 audit has been distributed to various firms and responses are expected in early January.
- Mr. Marcial and Mrs. Stott will present the finalists to the Finance committee for review. Per policy, the committee will go through the recommendations and bring them forward to the Board at LTM for approval.

Policy Determination: Public & Operational

Routine Board Business

8. LTM Schedule

- Mr. Marcial provided an overview of the LTM schedule.
- Time for the Foundation working groups to meet will take place from 1:00 – 5:00 PM, overlapping with the NACAS Board meeting for those participating. This is followed by a joint board dinner and a Foundation board meeting the next morning.
- The Focus on Thursday and Friday is the NACAS strategic plan.

9. Working Group updates

- Activities Group
 - The Flip-a-Coin event at C3X was successful, most attendees were able to give. The regions are looking to have in-person events in 2022; Foundation representatives will coordinate with the regions to hold flip-a-coin at those in-person events.
 - Activities will not be meeting until after LTM to make sure they are aligned with board expectations and priorities moving forward.
- Individual Giving
 - Two positions need to be filled; if anyone would like to join the individual giving committee, please let Mrs. Peterson know. Recommendations are also accepted.
- Partnerships
 - During the pandemic, direct business partner requests for monetary support were paused.
 - The business partner group is optimistic that the ASU video will also help drive business partner support.

10. NACAS Board of Directors Report

- No report provided.

11. NACAS Office Report

- Mr. Marcial shared that NACAS has hired a new Director of Marketing and Communications, Joy Sinclair.
- The Executive Assistant & Volunteer Experience Manager finalist interviews are in progress, with hopes of the position to begin the second week of January.

- The Senior Executive Summit will take place February 21 – February 23 in Palm Springs, CA. The reformed business partner engagement format is taking very well, registration has already surpassed the revenue projected in the budget. Ten business partners are invited to participate and bring in an institutional guest or current client, with another 10 individual institutional attendees registering on own.
- The RFP for 2024 & 2026 C3X Locations will go out this week with a response deadline of January 6; contracts will be finalized in April. For 2024, potential locations being considered include Georgia, Texas, and Florida. For 2026, Chicago, Boston, and Washington, DC are being considered.
- NACAS has launched a member needs survey. It has been five years since a full member needs survey has been conducted, and NACAS hopes to get strong feedback on benefits and priorities for the organization.
- The NACAS office will be closed December 23 – January 2.

12. Other Business

- There was no additional business.

13. Adjourn

M/S/P Bunde-Dunn/Peterson “to adjourn the meeting at 3:16 PM.”

Respectfully submitted,

Matt Marcial
CEO

Lindsay Hodges
Registrar & Operations Manager