

NACAS Foundation Board
Meeting Agenda
April 27, 2022, Virtual

✓	Eddie Mills	President	✓	Matt Marcial	Chief Executive Officer
✓	J. Rex Tolliver, CASP	Vice President	✓	William Hurley	Director of Membership
✓	Pam Burke	Treasurer	✓	Beverly Hastings	Exec Asst & Vol. Exp Mgr.
✓	Kara Bunde-Dunn	Director (BP)	✓	Lillian D. Stott	Chief Operating Officer
✓	Carty McMullen	Director (BP)			
✓	Ron Portwine, CASP	Director (Central)			
✓	Angela Peterson	Director (South)			
✓	Bill Redwine	Director (At Large)			
-	Phil Allison	Director (East)			
✓	Neil Markley	Director (ex-officio, voting)			

*April 27, 2022
2:00-3:30 pm, Eastern*

1. Call to Order / Roll Call

- President Mills called the meeting to order at 2:03 pm.

2. Approval of the Minutes

- **M/S/P Burke/Peterson** “to approve the minutes of the February 10, 2022, meeting.”

Strategic Issues

3. Foundation Subgroups

- Mr. Mills introduced Will Hurley to explain the goals and plans for the Foundation Subgroup. Given the goals and purpose of the Foundation, the focus of working groups will be on marketing and revenue. These subgroups, consisting of the Foundation board members, will meet monthly with NACAS staff support and will provide updates at future meetings. Growing financial contributions is a priority for 2022.

4. Student Author Contest

- Mr. Hurley explained that the number of submissions for the Student Author Contest has declined steadily, and interest has not expanded beyond the same set of institutions in recent years despite extensive marketing efforts. Mr. Hurley has recommended that in 2023 and beyond, we sunset this initiative and direct the fund to the Campus Care Grant or another program with more applications and success. Member discussion on the possibility on overhauling all scholarship and awards, which Ms. Stott explained was a point of discussion at LTM and there is a Strategic Plan Objective on streamlining awards and optimizing funds for scholarships and awards.
- Staff will pull data on history of awards and scholarships, along with fund agreement purposes, for review.
- The Student Author Contest will be awarded in 2022.

Review & Adjustment of Strategy

5. Treasurer's Report

- Ms. Burke reviewed first quarter financials and provided highlights of 2021 year end, including late donation commitments from the West and South regions. There is a continuing decline in the donations as members retire or transition out of higher education.
- There is an outstanding intercompany due to/from balance; the Foundation needs to pay NACAS for 2021, and this will be pulled out of investments. Mr. Mills explained the Foundation has reduced expenses as much as possible including elimination of travel.
- The 2021 audit fieldwork will occur the second week of May. Question received regarding anticipation of any concerns from auditors. Ms. Stott stated nothing has been noted by the auditors to date.
- Finance committee will meet in the spring.

Policy Determination: Public & Operational

Routine Board Business

6. Regional CX Conferences

- South CX
 - South CX held a very successful flip a coin and the event went well.
- Upcoming Regionals
 - Mr. Mills asked for volunteers to speak on the Foundation at the next regional CX meetings. It was noted that Mr. Allison is working to support these efforts for the East CX.

7. Nominations

- 2022 Nominations Process
 - Mr. Tolliver stresses the need to secure volunteers committed to the mission of the Foundation.
 - Krystal Bird has resigned from her Foundation board position. This open West Director position can remain vacant and will be filled in the regular cycle.

8. NACAS Board Report

- Mr. Markley reported that the 2022-2025 Strategic Plan was approved.
- C3X sites for future years have been decided.
- Mr. Marcial provided an overview of the tactical planning for the strategic plan.

9. NACAS Office Report

- Naylor contract update and media services review
 - Mr. Marcial provided an update on the RFP responses; it has been decided to proceed with a new company that provides a strong content share and 80% revenue share to NACAS
- Mr. Marcial reminded all that award nominations are open until June 24
- The Staff Offsite will be May 23-24 in Jacksonville FL., with a campus tour of the University of North Florida.
- The 2023 C3X conference registration has launched. There will not be a hybrid live stream in 2023, but a post event recording of general sessions and select concurrent sessions will be available for purchase post event.
- June Foundation Board Meeting cancelled.

10. Other Business

- President Mills has accepted a position in the private industry and so is resigning his post on May 24. Mr. Tolliver will step into the President role beginning May 25. President Mills thanks all those who have worked hard in support of this Foundation Board.

11. Adjourn

M/S/P Tolliver/Redwine “to adjourn the meeting at 2:50pm”

Respectfully Submitted,

Matt Marcial
NACAS CEO

Beverly Hastings,
Executive Assistant