

NACAS Education Foundation Summer BOD Meeting Minutes

July 26-28, 2017

Orlando, FL

<input checked="" type="checkbox"/>	Matt Sirinek	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Matt Portner	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input type="checkbox"/>	Laura Stevens	Treasurer	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	Frank Mumford	Past President	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input type="checkbox"/>	Nancy Becerra	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Lillian De Lisle	Assoc. Executive Director
<input type="checkbox"/>	Aubry Wooten	Director (BP)			
<input type="checkbox"/>	Mary Perry	Director (BP)			
<input checked="" type="checkbox"/>	Maria Hoagland	Director (East)		Guests:	
<input checked="" type="checkbox"/>	Dan Adams	Director (South)	<input checked="" type="checkbox"/>	Erik Hansen	Mekanic
<input checked="" type="checkbox"/>	Eddie Mills	Director (South)	<input checked="" type="checkbox"/>	Otis Fulton	Turnkey
<input checked="" type="checkbox"/>	Melissa Moore	Director (South)	<input checked="" type="checkbox"/>	Carlos Garcia	NACAS Vice President
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)	<input checked="" type="checkbox"/>	Margarida Vieira	NACAS Treasurer
<input checked="" type="checkbox"/>	David Wahr	Director (ex-officio, voting)			

FINAL 9-13-17

Wednesday, July 26, 2017

President Sirinek called the meeting to order at 2:01 p.m.

Approval of May 10, 2017 Minutes

M/S/P Mumford/Hoagland "to approve the May 10, 2017 minutes as presented."

Approval of June 15, 2017 Minutes

M/S/P Hoagland/Adams "to approve the June 15, 2017 minutes as presented."

Behavioral Psychology Related to Giving and Participation

- Otis Fulton, Director of Business Development from Turnkey and co-author of *Dollar Dash* gave a presentation on the psychology of fundraisers, donors and volunteers.

Presentation on Giving

- Ms. Finn and Mr. Turner gave a presentation on the benefits of a foundation, the biggest fundraising challenges, direct donation strategy vs. peer-to-peer strategy, and the need to make people aware of auxiliary services and the impact that NACAS can make in higher education.
- Discussion was held on how to get students involved in NACAS and assist with fundraising (e.g., a scavenger hunt.) Students volunteer to network, make a difference and to develop life skills. This type of event could encourage students to see a career in auxiliary services.

Conversation Around Giving

- The group discussed experiences that they have had around giving to the NACAS Education Foundation and the problems with receiving donations.

Thursday, July 27, 2017

The meeting reconvened at 9:04 a.m.

Mr. Hansen engaged the board in an exercise to describe the NACAS Education Foundation.

Next Steps for the Foundation

- President Sirinek, Mr. Portner, Ms. Finn & Mr. Turner presented on “What is our Future?” The group worked on defining the purpose, promise, and position of the Education Foundation and clarification of direction.
- Discussion was held on what gets a person excited to give.
- The group reviewed the Education Foundation Bylaws, Strategic Plan and MOU with NACAS and the Education Foundation.

Action items:

- **NACAS staff to work on language regarding priorities around peer-to-peer fundraising, fundraising activities, corporate giving and sponsorships.**
- **NACAS staff to check with the Association’s attorney to see if the language in Article 1 Purposes is needed or if it can be changed to “The Corporation shall provide financial support to the National Association of College Auxiliary Services (NACAS).”**
- **Mekanic to create a mockup to change “Ed Foundation” to “Foundation” on the website.**

Campaign for the Future Update

- Mr. Mumford noted that the Foundation needs to be consistent on the information that is being reported and is what the NACAS board wants to receive.
- Mr. Turner gave an update on the First 50 - Campaign for the Future with almost \$13,000 pledged to date. The Campaign for the Future Giving Matrix and the Annual Donor Levels were reviewed.

Action item:

- **Mr. Turner to update the Education Foundation Annual Fund Donor Levels document.**

Treasurer’s Report

- Mr. Dastoli reviewed the financial statements and the dashboard.
- Mr. Dastoli reported that the NACAS and Education Foundation audit field work has been completed. The audited 2016 financials will be available during the September board call.
- Mr. Dastoli noted that NACAS entered a fast track settlement with the IRS which has been accepted. The IRS has agreed to move the date forward and NACAS will not have to pay back taxes. NACAS will report as a 501(c)(6) in 2018. The group exemption will be next and the regions will be part of the tax status reinstatement. The Education Foundation will remain a 501(c)(3).
- The Finance Committee met in June prior to the West Regional Conference in Orange County, California.
- Mr. Dastoli reviewed the proposed 2018 budget.
- Discussion was held on moving the Regional Rising Star Scholarships remaining funds to unrestricted funds as the restriction has been satisfied.

M/S/P Mumford/Wahr “to move \$9,809 that is remaining in the Regional Rising Star Scholarships fund to unrestricted funds.”

Friday, July 28, 2017

The meeting reconvened at 9:02 a.m.

- Mr. Turner presented updated campaign numbers. Discussion was held on increasing the sponsorship goal for both business partners and individuals and to identify a campaign to do this.
- The goal could be to get 50 people to give \$50 each in 2017 and 50 new people to give \$50 each in 2018.

Action item:

- **Mr. Turner to update the first 50 prospect list by August 4th (adding in new leadership names) and submit this to the Foundation Board.**

Nominating Committee Update

- Mr. Mumford noted that the following board member's terms end in 2017: Teri Bump, Dan Adams, Tony Lynch, Melissa Moore, Frank Mumford. Mr. Mumford's term is not eligible to continue for another term. Mr. Mumford reported that the others have indicated that they wish to continue for another three-year term.
- There are two other open positions: Maria Hoagland who is moving to the national board of directors and the position formerly held by Mike Ellis.
- The Board discussed names of possible NACAS members who may be interested in serving on the Education Foundation board of directors.

Conference Fundraisers

- President Sirinek thanked the board members for their support with the flip-a-coin fundraisers at the regional conferences.
- Ms. Vercellone gave an update on the 2017 C3X fundraising events and the Foundation Reception. There are numerous opportunities for fundraising events in 2018 in Orlando.
- Mr. Lynch sent out the first round of emails to business partners to solicit donations for the silent auction. Bidding for Good will once again be the vehicle for this fundraiser and bidders do not need to be present to win.

President's Report

- No update.

NACAS Board of Directors Report

- Mr. Wahr reported that the NACAS committees are functioning well and there are a few vacancies to fill.
- All regions have agreed to the regional affiliation agreement. The documents for each region are to include original signatures by the national president, each regional president and each regional representative to the board.
- The NACAS board clarified a new strategic direction and agreed with the vision statement: "NACAS inspires leadership and business partnerships to enrich the campus experience."

NACAS Office Report

- Ms. Finn presented the new organization chart. Lillian De Lisle is now the associate executive director, Ashley Vercellone is now the senior director of operations, and Kennedy Turner is now the senior director of business development. William Hurley joined the NACAS staff recently as an administrative assistant.
- Mr. Weichhart has accepted a new position out of state and Brittany Crock begins this coming week as the new events coordinator.
- Three of four regions have verbally committed to assist in funding the new incoming member services coordinator position for two years. NACAS is currently interviewing candidates for this position.
- Ms. Finn gave an update on the June regional conferences.
- Staff met with members of NFUCA from Japan earlier this month at the NACAS office and at Howard University in DC hosted by East president, Stephon Knox. They are interested in a partnership with their members and NACAS members.
- Ms. Finn and Mr. Wahr attended the SCUP conference in Washington, DC and met with their executive director as well as NASPA and NACUBO representatives at their national offices.
- The Senior Executive Institute (SEI) was successful.
- Mr. Turner unveiled the mockup of the gold 50th anniversary logo.
- Ms. Vercellone to look at August 1-3 as possible dates for the 2018 summer board meeting at the Sheraton Grande in Phoenix. The Foundation board would like to tour the facilities in Phoenix specifically for fundraising venues.
- Ms. Vercellone noted that rooms are being held in Colorado Springs for board members. The NACAS office will be following up with those who have not registered for the C3X conference but have reserved a hotel room.
- There are 220 registered for C3X as of July 26th, which is ahead of this time last year.

M/S/P Mumford/Mills “to adjourn at 10:12 a.m. on July 28th.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant