

NACAS Education Foundation Meeting Minutes September 13, 2017

<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 checked="" 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 checked="" type="checkbox"/>	Nancy Becerra	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input checked="" type="checkbox"/>	Teri Bump	Director (BP)	<input type="checkbox"/>	Lillian De Lisle	Assoc. Executive Director
<input checked="" type="checkbox"/>	Aubry Wooten	Director (BP)			
<input checked="" type="checkbox"/>	Mary Perry	Director (BP)			
<input type="checkbox"/>	Maria Hoagland	Director (East)			
<input checked="" type="checkbox"/>	Dan Adams	Director (South)			
<input type="checkbox"/>	Eddie Mills	Director (South)			
<input checked="" type="checkbox"/>	Melissa Moore	Director (South)			
<input type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	David Wahr	Director (ex-officio, voting)			

FINAL 10-11-17

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

Approval of July 26-28, 2017 Minutes

M/S/P Mumford/Adams “to approve the July 26-28, 2017 minutes as presented.”

Review of the Summer Board Meeting

Education Foundation History

- Ms. Finn noted that Ms. Oakley will work with Mr. Mumford and Jeff Pittman to capture the history of the Education Foundation before the 2018 South Regional Conference.

Logo for NACAS Foundation

- Mr. Turner presented the proposed new NACAS Foundation logo.

M/S/P Moore/Portner “to accept the new NACAS Foundation logo as presented.”

Foundation Messaging

- Mr. Turner reviewed the NACAS Foundation Core Brand Messaging to include the Position, Purpose and Promise of the Foundation, as well as the 50th Anniversary and Campaign for the Future.
- Discussion was held on the language in the Purpose paragraph of the messaging.

Action item:

- **Mr. Turner to reword the Purpose section of the brand messaging. Board members were asked to send suggestions to Mr. Turner on this working document.**

Breakdown of \$ and Time

- A bar graph was shared with the Board showing the current seven Foundation events/fundraisers, revenue generated and staff and volunteer board time involved.

- Discussion was held on where Board and staff efforts should be focused on versus the revenue that is generated. The four goals of the Foundation are fundraising, developing member affinity, championing the industry and stewarding gifts and resources.

MOU Between NACAS & Foundation Review

Action item:

- **President Sirinek to propose language for the MOU between NACAS and the Foundation that will match the language in the MOU's with the regions. The MOU will be reviewed every three years.**

Bylaws Changes

- Discussion was held on the possibility of changing the name of the Education Foundation to NACAS Foundation. Ms. Finn reported that the NACAS attorney suggested looking at the articles of incorporation and the bylaws together to streamline them. Financial support to NACAS is the primary way to give back and use charitable donations.
- The review of the two documents and the proposed name change would cost approximately \$2,500 - \$5,000. Ms. Finn suggested budgeting for this in 2018 as we define the Foundation in more detail.

Action item:

- **Ms. Stevens and Mr. Dastoli to look to see if the cost of reviewing the articles of incorporation and the bylaws regarding changing the name of the Education Foundation fits into the 2018 budget.**

Campaign for the Future Update

Campaign Update

- Mr. Turner reported that a little over \$285,000 is committed toward the Campaign for the Future.
- There are 45 individuals donating either \$50 per month or \$50 per week toward the campaign.
- Mr. Mumford urged Board members to use the contact list that was shared to reach the goal of 50 individuals before the 2017 C3X conference.

Action item:

- **Mr. Turner to resend the prospect list to the Board members and will add a second tab that lists the First 50 donors from round one that are currently giving.**

First 50 Update

- Mr. Turner gave an update on the most recent campaign donors.

Review Campaign Dollars vs. Sponsorship Dollars

- Mr. Turner reviewed the sponsorships and campaign dollars that come through the Foundation, as well as individual pledges.

18-Month Strategy

- Mr. Turner reviewed the Foundation's 18-month schedule of events which included goals, expected revenue, the message, ownership and the number of hours committed by Board members and staff.
- The Tuesday Education Foundation Donor Reception will be held at the Olympic Center where Olympic athlete, Dan O'Brien will conduct a meet 'n greet prior to the Closing Ceremonies.
- Discussion was held on possibly holding a regional campaign competition for the 50th Campaign to raise funds and develop member affinity.

Annual Fund Donor Levels

- Mr. Turner reviewed the annual donor recognition matrix.

Vacant Board Positions

- Mr. Mumford noted that the Nominating Committee met on the three open Board positions and will have a recommendation to the Board during the October call.

Conference Fundraisers

Annual Conference

- Ms. Vercellone reviewed the C3X conference schedule specifically related to the Board. Board photos will be taken on Saturday, November 4th for headshots for the website. A sign-up sheet will be sent out. The NACAS Board of Directors installation of new officers will take place during the Annual Business Meeting on Tuesday, November 7th, therefore allowing for all things fun at the Celebration Luncheon. There will be a lighting of the torch prior to the Closing Ceremony.
- Foundation Reception at C3X - Tuesday, Nov. 7th 6:00 – 7:00 pm

Action item:

- **Ms. Oakley will send out calendar invites for events where Board members should attend at C3X.**

Raffle and Silent Auction Update

- Mr. Lynch provided a written report stating that over 100 solicitations have been sent out to business partners registered for the conference and follow-up emails started this past week. He noted that he needs both Education Foundation and NACAS Board members' campus contacts, including email addresses so he can solicit on their behalf.

NACAS Board of Directors Report

- Mr. Wahr reported the NACAS Board is engaging in the rebuilding of the Strategic Plan. This will continue at the Leadership Team Meeting in January.
- Committee vacancies are mostly filled for the coming year. The regions are assisting with filling the last few spots.

NACAS Office Report

- Ms. Finn reported that the Marketplace is moving forward. Bracketmedia has put together the wire frames for the experience and the Business Partner Advisory Group has been shown how this will flow. The test beta phase will be at C3X and then launch at the start of the new calendar year.

Ms. Moore made a motion “to adjourn the meeting at 3:30 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant