

NACAS Foundation Meeting Minutes October 11, 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 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 checked="" 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 checked="" type="checkbox"/>	Maria Hoagland	Director (East)			
<input checked="" type="checkbox"/>	Dan Adams	Director (South)			
<input checked="" type="checkbox"/>	Eddie Mills	Director (South)			
<input checked="" type="checkbox"/>	Melissa Moore	Director (South)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input type="checkbox"/>	David Wahr	Director (ex-officio, voting)			

FINAL 11-4-17

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

Approval of September 13, 2017 Minutes

M/S/P Perry/Adams “to approve the September 13, 2017 minutes as presented.”

Foundation Messaging

- Mr. Turner gave an update on the NACAS Foundation core brand messaging (position, purpose, and promise), as some of the wording had changed on the purpose and promise.

M/S/P Mumford/Moore “to approve the amended language on the NACAS Foundation Core Brand Messaging regarding position, purpose and promise.”

Campaign for the Future Update

- Mr. Turner reported that there are 49 individual donors for the 50th Campaign for the Future. The goal is to reach 50 by the C3X conference.
- Mr. Mumford requested that board members make a call or send an email to get additional donors. Mr. Turner will resend the prospect list.
- The total pledged is \$290,000.
- The new 50th Anniversary Logo was presented.
- Mr. Turner reviewed the language for the Campaign brochure. This will be unveiled at the Celebration Luncheon at C3X. This could be done prior to the Flip-a-Coin fundraiser. Ms. Stevens requested business card size talking points printed that could be inserted into badge holders.
- Ms. Finn noted that the NACAS Board of Directors & Regional Presidents Meeting will take place in Colorado Springs on November 4th. Ideas will be sought on how the regions can help to support the campaign through individual giving in addition to regional support.

Action item:

- **Ms. Oakley to schedule a prep call with the Executive Committee and Mr. Adams before the NACAS Board of Directors & Regional Presidents Meeting.**

Treasurer's Report

- Ms. Stevens noted that a clean final audit for year ending December 31, 2015 & 2016 was included with the board materials.

M/S/P Mumford/ Moore "to accept the audit for year ending December 31, 2015 & 2016."

- Ms. Stevens reviewed the quarterly financials and the projected 2017 budget. The Foundation has exceeded the revenue budget.
- In 2018 there will be approximately \$5,000 in legal fees associated with the name change to NACAS Foundation.
- Mr. Dastoli noted that the 2018 final budget will be presented for a vote at the November board meeting.

Vacant Board Positions

- Mr. Mumford noted that the Nominating Committee is still working on the slate of officers to present to the board. There are currently three positions to fill. They are working on filling the vice president position and seeking a board member from the East region.

Conference Fundraisers

- Ms. Vercellone gave an update on the 2017 C3X fundraising events.
- Mr. Turner noted that the goal is to get 200 attendees at the bowling event scheduled for Sunday, November 5th. The NACAS office will be sending out the invitations to first timers, award winners and nominees, regional board members, NACAS and Foundation board members, first 50 donors, CASP recipients, staff, and attendees from Kentucky as KASA is sponsoring this private, invitation-only event. Mr. Turner suggested that Foundation board members invite 2-3 people each as well.
- Mr. Lynch gave an update on the raffle and silent auction. Over 200 business partners are being solicited for items for this event as well as for the flip-a-coin prize.

NACAS Board of Directors Report

- No report

NACAS Office Report

- Ms. Finn gave an update on the NACAS Strategic Plan implementation. The three strategic initiatives are:
 1. Brand & Industry - NACAS is recognized as a thought leader, trusted resource, and industry expert on auxiliary services in higher education.
 2. Programs & Services- To provide programs and services to meet the needs of the auxiliary professional.
 3. Membership - Enhance the value of membership to increase retention, recruitment, inclusivity, and engagement.
- Discussion on this will begin during the November meeting.

Strategic Plan TimeLine

 - **December 8, 2017** - Step 1 & Step 2 completed by Foundation, committees, and regions (1-2 goals and 2-3 KPIs for each goal due by this date).
 - **January 30 - February 2, 2018 (LTM)** - Review and approve at the Leadership Team Meeting
 - **March 2018** - New Strategic Plan & Resources provided to LTM

- Joanna Kessler will be joining the NACAS team as the member services coordinator on October 16th. The NACAS Office is now fully staffed.
- Ms. Finn reported that she and director of member engagement, Corey Salem, recently attended the Auxiliary Services Council of Georgia Annual Meeting. They are also attending the East on The Road at Shepherd University today.
- Based on the NACAS Research survey, we now have 100 unique institutions and a complete profile for each. This information will be shared and launched by director of NACAS research, DJ Pepito during NACAS Talks at C3X and as the Marketplace is coming together.
- The plan is for the Board to test run the Marketplace in early November.

M/S/P Mumford/Adams “to adjourn the meeting at 3:09 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant