

NACAS Education Foundation

Board of Directors Meeting Minutes

February 17 - 18, 2015

In attendance: Matt Sirinek, Mike Ellis, Ken Ramey, Nancy Becerra, Maria Hoagland, Dave Kratzer, Mary Perry, Laura Stevens, Melissa Moore, Tony Lynch, Frank Mumford, Teri Bump, Ron Campbell

Guest: Kathryn Le Gros, NACAS President

Absent: Dan Adams, Bill Redwine, Jim Jenkins

Staff: Eleanor Mower, Caleb Welty, Emily Welty, Marcia Oakley

Meeting called to order at 1:02 pm PT

Break at 4:48 pm PT

Reconvened at 9:00 am PT Wednesday morning

January, 2015 Minutes

- Mr. Mumford suggested that 'or' be changed to 'for' during the financials discussion: *NACAS and the Foundation's 2013 audit was combined; for 2014, each organization will have its own audit.*

M/S/P Kratzer/Hoagland to "approve the January 14, 2015 minutes as amended".

Financials

Audit Update/Expenses

- Mr. Mumford presented the financial report to the Foundation board. The Foundation's revenue was down in three main categories: member fund, corporate donors, and annual conference fundraisers. The annual conference fund was expected to be down due to the Foundation not hosting a golf tournament at the annual conference in Montreal.
- Mr. Campbell noted the corporate donations were down in 2014 because a full year plan was not implemented or executed for sponsorships.
- Mr. Mumford noted that the currently reflected 5% moving average of year end endowed and restricted funds needs to be researched. The NACAS National Office will look into this matter to determine whether it is a 4.5% or 5% three year moving average.
- The NACAS National Office will provide the Foundation with an accounting of the sponsorship pass through that appears on the annual conference fundraising revenue and expense chart. The annual conference fund shows a revenue from the sponsorships collected by NACAS for the business partner reception, as well as an

expense of these sponsorships as they were passed through the Foundation's financials.

- It was noted that there were two Ladson scholarship winners in 2014, but the request for scholarship funds were not made by the winners until January of 2015. As a result, no Ladson scholarship payments were made in 2014.

Unaudited Year to Date

- Mr. Mumford reminded the board that the member fund has gone through a series of changes throughout the years. It was split into several funds and then put back together again. The Foundation needs to determine a strategy to help people understand the importance of this fund.
- Moving forward, the Foundation will be direct in its fundraising activities. The Foundation committees will take on this responsibility to ensure that fundraising is streamlined, strategic, and supportive of NACAS.

Investment Update

- Mr. Mumford noted that the Foundation had a \$30,000 change in net assets and that the endowment investments grew by about \$30,000. The Foundation has a healthy cash flow and healthy investments.

NACAS National Office Update

- The NACAS National Office is still in a time of transition as new staff are learning the culture, traditions, and history. To better help the NACAS National Office understand these financial responsibilities, a financial advisor is being sought. NACAS is moving forward to the interview phase of the director of corporate relations position. The candidates will be introduced to President Sirinek and Mr. Lynch, as chair of the business partner committee. The NACAS National Office is working to have this position filled in April.
- Dianne Hamilton has been hired as the new director of professional development. She will be focused on developing learning outcomes for our professional development programs, as well as working with CASP.
- The Professional Development Committee is working with the Certification Commission on core curriculum training for CASP.
- Mr. Campbell attended the AOA (Auxiliary Organization Association) annual conference in Pasadena, CA this past month. Their program is very diverse; NACAS needs to move toward that type of diversity. NACAS needs to consider how to promote itself to a larger host of departments within auxiliaries. NACAS needs to build its brand relevance and promote more attendance at the annual conference. Building diversity can accomplish that goal.
- NACAS will continue to be on the cutting edge of the auxiliary industry, as well as welcoming to all of its members. The NACAS elevator speech needs to be updated to ensure that NACAS advertising is easily accomplished person to person.

NACAS and NACAS Education Foundation Relationship

- The administrative and legal relationship between NACAS and the Foundation needs to be documented. The NACAS National Office will create a memorandum of understanding for the Foundation to discuss. The administrative support that NACAS provides to the Foundation is a very important part of the business relationship. The corporate and sponsorship portion of the organizations' relationship is valued and appreciated by NACAS. There are no current practices and procedures that cannot be altered for the better of the organizations. NACAS does not currently have the authorization to make financial decisions on behalf of the Foundation. A policy will be put into place so that the NACAS National Office knows what their legal responsibility and administrative role encompasses. The NACAS National Office will present an MOU and a list of all current tasks that are overseen by the NACAS National Office. These procedures will serve to strengthen the relationship between NACAS and the Foundation and develop transparency of the Association.
- Mr. Mumford noted that NACAS and the Foundation need to be strategic with the MOU so that the relationship between both organizations maintains its historical uniqueness.
- The future of the collaboration regarding the business partner reception needs more conversation. It was a great hit in Anaheim, and the Foundation had its logo on the reception in Montreal, but it was not determined if this practice should continue. The Foundation would like this event to be geared toward a more targeted audience.
- The Foundation and NACAS will document the procedures for the raising of sponsorship dollars. This process will become clear when the director of corporate relations position is filled at the NACAS National Office. The Foundation and NACAS are working toward creating clear directions of responsibilities; templates will be created so that these processes are the same year to year and that things do not get lost in translation.
- Mr. Campbell passed out Education Foundation poker cards, with golf tips, to the Foundation board. These cards were a gift from Mr. Campbell to the Foundation as a token of appreciation to the board.
- The structure of both organizations does not need to change, but policies and procedures need to be in place for daily operations.
- Anything that is funded by the Foundation needs to have its logo and brand associated with it. It needs to be clearly communicated which things are funded and made possible by the Foundation.

50th Anniversary Campaign

- NACAS Past President Kean Kwaterski is looking for a chair the 50th Anniversary campaign committee amongst NACAS past presidents. President Sirinek has volunteered to participate in the committee.

- It was remarked that NACAS needs to determine what funds any activities for the 50th anniversary will be used toward.

NACAS Strategic Plan

- Mr. Redwine spent his year as the NACAS Vice President working on the NACAS Strategic Plan. There are nine strategic directions, and a matrix has been created for the directions. The Foundation is encouraged to create their own three to five year plan. The NACAS Strategic Plan would like the Foundation to raise \$50,000 a year, this is a carryover from an old strategic plan.
- President Sirinek noted that the Foundation exists to support NACAS as needed. The Foundation is looking for a campaign to champion to raise money for NACAS. The Foundation has not historically been the driver of innovation, but rather the fundraising arm of the Association.
- NACAS President Le Gros noted that NACAS is focused on appealing to a wider range of business partners as well as institutions. The NACAS Community College Task Force sent out a survey to determine NACAS members' needs. This has not yet occurred amongst the broader membership, but NACAS needs to determine how to accomplish membership retention and growth.
- The NACAS Professional Development is helping to create a guideline purpose for objectives at NACAS professional development events, as well as a means to measure those objectives. Ms. Perry noted that maybe a 'common read' initiative would be a good idea for NACAS to pursue. These initiatives have the potential to build brand relevance and generate revenue for the Foundation.
- NACAS is focused on making itself the premier association for auxiliary services. This may be accomplished through a variety of means including an award given at another association, publishing articles in sister publications, and ensuring that NACAS is represented at all sister associations.
- The Foundation will look to improve their marketing and communications so that members understand the purpose of the Foundation and that regions do not feel disconnected from the Foundation. The Foundation will explore sponsoring a session or a speaker at regional conferences. This will be further explored in the Foundation's strategic plan.
- Mr. Kratzer noted that it may be beneficial for NACAS to have a repository of information for its members to access. Anything from auxiliary best practices, to job descriptions, to auxiliary benchmarking assessments.
- NACAS President Le Gros informed the Foundation board that the annual CEO evaluation process was in progress. The Foundation will be a part of the process this year. They will receive communication from NACAS President Le Gros with instructions on how to move forward.

Old Business

- The Foundation needs to work on a stewardship program. Ms. Becerra suggested profiling past presidents and tying it to the emerging professionals program. Ms.

Moore suggested making a video of testimonies highlighting how the Foundation and NACAS has affected professional careers.

- The NACAS National Office will post the Foundation yearly calendar which lists deadlines for publications. President Sirinek asked the board to take a look at this calendar, Ms. Welty will add the magazine theme to the calendar. The campaign committee will use this information to strategically determine publications and touch points from the Foundation to membership. The summer *College Services* will feature yearly Foundation donors. The Foundation gets two pages per quarterly *College Services* magazine.

Annual Conference Update

- The Texas hold'em tournament will be held prior to the gala on Tuesday evening at the annual conference. Players are not allowed to pay to play, but the Foundation may charge them an entrance fee and then offer them a free seat at a table. The Texas hold'em subcommittee will meet to work on logistics surrounding this event. The board will explore hosting the Texas hold'em event on a different night than the gala in 2016.
- Mr. Campbell noted that a matrix should be created with specific events, targets, and contacts determined. Golf will be the primary ask and then auction will be secondary. Mr. Mumford will send president Sirinek his document with golf and Texas hold'em cost analysis and sponsorship history.
- The NACAS National Office will create a master sponsorship spreadsheet for the 2015 annual conference. The NACAS National Office will have sole control of this document, Foundation board members must consult with the NACAS National Office before making any sponsorship requests. This practice will avoid double requests and sponsorship confusions. The sponsorship spreadsheet template will be presented to the Foundation board during the April 8 conference call.
- President Sirinek and Mr. Campbell will meet to discuss the process for sponsorship solicitation for 2015.
- Foundation will look into possibly hosting separate programs and activities. Need to look at what they sponsor and make informed decisions moving forward.
- Ms. Mower updated the Foundation board on the 2015 Annual Conference planning. The keynote speakers have all signed contracts as of December, 2014. The schedule of events has been set and registration has been open since February 9, 2015.

Bylaws Report

- Ms. Stevens gave a constitution and bylaws report to the board. There is not currently an executive or nominating committee for the Foundation. If the board would like an executive committee that reflects the NACAS National board, then a president and president-elect position will need to be added to the Foundation board. The constitution and bylaws committee advised that the Foundation add positions for regional representation, such as the NACAS board.

- The NACAS president-elect is now a voting member of the Foundation board, and the Foundation president is now a voting member of the NACAS board. These changes will be updated in the constitution and bylaws.
- It was discussed whether or not the position of treasurer/secretary should remain one position or be split into two: secretary and treasurer. It was discussed that the NACAS National Office currently takes minutes, so is it necessary for the foundation to have a secretary position?
- The Foundation would like to have a past president position created. The foundation board agreed that the bylaws subcommittee would finish their proposal and have it sent to the board for discussion on the April 8 board call.
- The creation of a finance committee was also discussed; the Foundation has not had a finance committee historically. Mr. Ramey noted that the treasurer should take a more active role and that the creation of a finance committee would accomplish that goal.
- Mr. Mumford suggested that a succession plan be implemented. It takes a while to understand the nuances of the Foundation board and a long term limit is essential to understand the culture and history surrounding the board.
- The board would like separate term limits from directors and officers, so that when a director is elected to an office he/she enters into the succession planning and new term limits. The bylaws revisions will be discussed in April, but will not be an action item.

Board Structure and Succession Planning

- President Sirinek informed the board that Dave Kratzer, Ken Ramey, and Mary Perry terms end at the 2015 conference.
- A nominating committee will be put together to find board replacements.

Subcommittee Reports

Silent Auction

- The Silent Auction subcommittee will explore having online and live items this year. The auction helps to generate foot traffic within the Business Solutions Center, as well as generate recognition for the Foundation.
- The Foundation will further discuss having a sponsorship package for all Foundation activities at conference.

Golf Tournament & Texas hold'em

- Mr. Kratzer remarked that Mr. Charlie Figari from the 2015 Annual Conference Committee has been instrumental in the planning of the golf tournament. The tournament will take place on Saturday, October 31, 2015, and will cost each registrant \$110 per person. Transportation is in the process of being finalized. Sodexo will sponsor food for all participants. The Golf tournament subcommittee will meet to work out the logistics surrounding the golf tournament, including prizes, freebies for participants, and pairings.

- Mr. Mumford will send President Sirinek his document with historical cost information on Foundation Golf and Texas hold'em tournaments.
- President Sirinek will make sure that there is space in every Foundation Board agenda for committee reports.

New Business

- Mr. Campbell presented the 2015 approved budget to the board, as presented in October of 2015. The Foundation will look toward the NACAS board to help frame the strategy of Foundation campaigns. Corporate donations will be leveraged as a new campaign. When the director of corporate relations position is filled then NACAS and the Foundation can be intentional about raising corporate funds and should be able to hit the budgeted allotment of \$65,000. There is still time to launch campaigns for this year. Next year the finance committee will be instrumental in constructing the Foundation budget. The NACAS National Office will repost the 2015 budget in the NACAS Lounge and will include a three year budget history.
- The Barnes and Noble College CASP funding will expire this year. Mr. Campbell will lead that conversation for a possible renewal or negotiation of a new sponsorship agreement. CASP has a 5-year self-sustaining plan in place and does not need the same historical funding levels.
- The Lassiter fund needs a corporate plan for fundraising. NACAS is working on this plan and it will be finished before the 2016 budget cycle.
- The awards committee has submitted a proposal for a restructuring of the awards. The final approved proposal will be shared with the Foundation board.

Upcoming Foundation Meetings

- April 8, 2015, 2:00pm - 3:30pm ET – Conference call
- June 3, 2015, 2:00pm - 3:30pm ET – Conference call
- July 22-23, 2015 - Summer Board meeting in Indianapolis
- September 16, 2015 2:00pm - 3:30pm – Conference call
- November, 2015 – Board meeting at Annual Conference TBD
- December 16, 2015 - 2:00pm – 3:30pm – Conference call

M/S/P Mumford/Perry “to adjourn the meeting at 10:54 am PT”

Respectfully submitted,
 Ron Campbell, CASP
 CEO

Emily Welty
 Education Foundation Coordinator