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NACAS Education Foundation
Board of Directors Meeting Minutes
July 22-23, 2015

NACAS Education Foundation Board of Directors

In attendance: Matt Sirinek, Mike Ellis, Ken Ramey, Frank Mumford, Jim Jenkins, Melissa Moore, Tony Lynch, Maria Hoagland, Dan Adams, Nancy Becerra, Bill Redwine, Eleanor Mower (NACAS Interim CEO)

In attendance for a portion of the meeting: Dave Kratzer

Guest: Kathryn Le Gros, NACAS President

Absent: Mary Perry, Teri Bump

NACAS National Office Staff

In attendance: Caleb Welty, Sneha Pokharel, Emily Welty

Meeting called to order at 1:09 pm ET.

June 3, 2015 Minutes

M/S/P Moore/Mumford “to accept the minutes with the change of ‘find’ to ‘fund’ in the first bullet point under the audit update”.

Executive Committee Report

- No report given

Financials

Unaudited Year to Date

- Foundation is on its second year of low cash and the assets are less than in 2014. This is not unusual because Annual Conference, which has not taken place as of yet, will make up for a majority of the year’s fundraising revenue.
- Barnes & Noble College is completing its last year of a three year \$25,000 Certification sponsorship.
- The investment income is lower this year than last year. This is standard for investment portfolios currently.
- The board discussed the need to update the corporate resolution to reflect current management.

M/S/P Redwine/Becerra “to remove Ron Campbell and add Eleanor Mower to corporate resolution”.

2015 Budget Review and 2016 Budget Preview

- The NACAS National Office will explore having someone other than their auditors prepare the 2015 financial statements.
- In 2016 the Foundation will work on making consolidated and strategic asks for donations.
- Foundation will move toward creating a business development plan for fundraising.

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- The Foundation board discussed taking a close look at the administrative expenses for 2016.
- The endowment calculations will be completed by the middle of January, moving forward, so that the Foundation board can determine scholarship fund availability during the February board meeting.
- Moving forward, inter-company transfers to NACAS will require board approval if the fund in question does not have enough balance.
- In the future, quarterly invoices will be prepared for intercompany balances. The Foundation will determine this process during the September board meeting.

Old NACAS Funding Requests

- NACAS requested funding to support a membership needs assessment, the new database, a board development retreat, and the emerging professionals program at the 2015 annual conference.

M/S/P Mumford/Hoagland to “approve Foundation support of \$3,000 for the 2015 emerging professionals program at the NACAS Annual Conference and \$15,000 for the membership needs assessment”.

Review of Fundraising Support

Past President Challenge Update

- Total participation is down this year compared to 2014.
- East has the most participation numbers for 2015 and have higher participation than this time in 2014.

Regional Conferences Flip-a-Coin Update

- These events were successful in each region with higher participation for each region in 2015 than 2014.
- Foundation discussed exploring new games and activities to keep engagement high.

New Business

Annual Conference Donor Reception

- The Foundation asked NACAS National Office to find space that would fit 50 attendees for a donor reception.

Break at 3:55 pm ET, July 21

Reconvened at 8:35 am ET, July 22

CASP Support

- The CASP budget has a line item of \$25,000 in Foundation support for the foreseeable future. The \$25,000 committed sponsorship from Barnes & Noble College ends this year.
- The Foundation will seek to find donor support for CASP and will work on stewardship for all donors.
- Foundation will begin sending an annual stewardship report to donors.

NACAS Funds/Awards

- The Foundation discussed that all language on the award descriptions needs to be consistent.

Newton and Lassiter Criteria, Awards, and Endowments

- Newton and Lassiter award criteria and descriptions should be reviewed by the Foundation board.

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- Discussed that the Lassiter \$500 award to a future annual conference be changed to a \$500 award toward a Foundation fund of the winner's choice.

50th Anniversary Campaign

- The Foundation will work on a 50th anniversary fundraising campaign, following a NACAS proposal, to raise money for the creation of a repository of information for NACAS members. A committee or task force will be appointed for this repository.
- Discussed campaigning to support NACAS leading a charge for a yearly summit of other leading CHEMA groups. The meetings would begin the year of the 50th anniversary.
- Dan Adams volunteered to be the Foundation representative on the 50th Anniversary Committee

Marketing

- Moving forward, the Foundation needs to be more focused in their priorities. Foundation will lay out their priorities and the desired outcomes. The NACAS staff will then create a proposal for execution.
- Foundation will determine three long-term goals, and the NACAS staff will create marketing campaign proposals. The three campaigns will focus on: annual conference fundraisers, individual campaign support, and stewardship.
- The vision is that Foundation marketing will be seamlessly integrated into NACAS campaigns that are already being enacted.
- Melissa Moore will lead a communications subcommittee whose members will be determined at a later date.

Strategic Planning

- MOU guidelines and templates were presented to the board for their review as NACAS and the Foundation begin creating their MOU.
- The MOU should include clearly defined roles and responsibilities, disclaimers, risk sharing, authorized signatures, start and end date, and termination guidelines.

Meeting Schedule/Frequency

- The Foundation has been invited to attend the full February 2015 NACAS Leadership Team Meeting in Las Vegas.
- The following dates were presented to the Foundation:
 - January 13, 2:00pm – 3:30pm (conference call)
 - February 16-19, Las Vegas LTM
 - April 13, 2:00pm – 3:30pm (conference call)
 - May 25, 2:00pm – 3:30 pm (conference call)
 - Summer bod meeting – TBD
 - August 17, 2:00pm – 3:30 pm (conference call)
 - October, 8/9 meet at AC
 - December 7, 2:00pm – 3:30pm (conference call)
- It was discussed that the Foundation would like their summer board meeting to take place at the site of the current Annual Conference.

Committee Report

Silent Auction/Raffle/Flip-a-Coin

- The committee is soliciting for donations and encouraged Foundation board members to secure donations from their respective campuses.

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- The online auction event will take place live on the Sunday and Monday of the conference. Tuesday will have the paper bidding and raffle portion of the fundraising activity.
- Committee is asking business partners to donate cash so that the Foundation can do the shopping.
- Moving forward, the Foundation will be bundling the NACAS and Foundation sponsorship asks. All sponsorships will include an amount for the Foundation.
- Currently, exhibitors may sign up to sponsor \$250 for the Silent Auction when registering for a booth.

Golf Report

- The committee is working on sponsorships for the golf tournament. They have currently secured 12,000 golf balls. Sodexo will be providing boxed lunches for all registered players.
- The committee will continue to secure sponsorships and will be in contact with the NACAS National Office concerning the golf agenda and registration table.

NACAS National Office Update

- The NACAS tv agreement with Naylor has been updated and NACAS members will no longer pay for any viewing privileges.
- Institute for Mangers, Advanced Institute for Managers, and Senior Executive Institute will take place in 2016.
- The practice analysis for CASP has been distributed and will close in the next week. The membership needs assessment will then be distributed to the NACAS membership.

NACAS Board of Directors Report

CEO Search Update

- Candidate review will begin on August 3, 2015. Semi-finalists will be determined and then interviewed in Chicago in mid-August. The NACAS board plans to introduce the new CEO at the Annual Conference in November.

NACAS Org. Structure Review Task Force Update

- This task force is looking at the legal status of NACAS, the Foundation, and the four Regions. Currently the task force is researching membership information and services provided to the regions by NACAS.

NACAS Strategic Plan Review

- The NACAS National Committees are working on their portion of the strategic plan. The NACAS website has a one page paper explaining the three major themes of the strategic plan.

New Requests for Funding

- This was discussed the day prior and Foundation board action was taken to support the member needs assessment and the emerging professionals program at the 2015 Annual Conference.

Old Business

Bylaws Committee Update

- The draft update will be presented to the Foundation Executive Committee and will be given to the Foundation board for approval at the 2015 Annual Conference.

Board Succession Planning

- Several board positions will be open in 2015. The nomination slate will be sent to the Foundation board prior to the Annual Conference board meeting for approval at conference.

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- Foundation members were encouraged to bring forward suggestions to the Foundation president for prospective board members.

2015 Board Calendar

- The remaining board calendar was reviewed. There will be no august meeting.
- The board meeting at Annual Conference will need to be reevaluated as there is a conflict with a regional board meeting.
 - September 16, 2015 2:00pm - 3:30pm – Conference call
 - October 31, 2015 – Saturday 3:30 -5:00pm Board meeting at Annual Conference
 - December 16, 2015 - 2:00pm – 3:30pm – Conference call
 - February 16-20, 2016 – EF BOD & NACAS LTM

Meeting adjourned at 11:34 am ET.

Respectfully submitted,

Eleanor Mower
NACAS Interim CEO