

NACAS Education Foundation

Board of Directors Meeting Minutes

November 12, 2014

2:00pm – 3:00pm ET

In attendance: Matt Sirinek, Frank Mumford, Nancy Becerra, Maria Hoagland, Jim Jenkins, Bill Redwine, Laura Stevens, Melissa Moore, Tony Lynch, Ron Campbell

Absent: Mike Ellis, Ken Ramey, Teri Bump, Dave Kratzer, Mary Perry

Guest: Kathryn Le Gros

Staff: Emily Welty, Sneha Pokharel, Eleanor Mower, Marcia Oakley

Meeting called to order at 2:03 pm ET

October Minutes

M/S/P Mumford/Stevens to “approve the October minutes as presented.”

Financials

- Ms. Pokharel reviewed the schedule of revenue and expenses for the Board. Corporate donations are at \$30,000 and the Silent Auction & Raffle exceeded revenue budgets. The expenses for Silent Auction & Raffle include the cost of Bidding for Good, CAD to USD conversion rates, and credit card fees.
- The Foundation assets will be completely depreciated by the end of 2014.
- The Spelman & Johnson fund for the Regional Rising Star Scholarship incurred an expense in 2014 from a 2013 winner.
- All Foundation credit card revenue is currently sitting in a NACAS bank account; the transfer will be made to the Foundation’s bank account.
- Mr. Campbell told the Board that he is working on allocating certain conference funds to the Foundation. It will be ensured that the Annual Conference activities budget is close to being reached, it is currently at \$2,500.
- The NACAS National Office Financial Manager will send a reminder to NACAS Central and East about their \$5,000 certification donation.

2014 Annual Conference Fundraiser

- The Silent Auction & Raffle revenue exceeded budget expectations, but the Foundation corporate donations are down from 2013. Moving forward, the Foundation will make it a priority to have a conference sponsored activity like in the past, such as golf or Texas Hold'em.

- The Foundation will work to have a large golf event in San Antonio. NACAS conference registration goes live on February 6, 2015. The golf event will need to be planned and registration able to go live at the same time as the conference registration.
- A couple Board members noted that they heard some complaints regarding the online auction platform. Some attendees did not want to create an account on the site and store their credit card information there. Mr. Mumford suggested that there be some items on the online platform, as well as items on the paper bidding system in 2015.
- The Silent Auction close out procedures need to be better organized next year to avoid confusion.
- Flip-a-Coin was a success as more money was raised this year than in 2013. We need to be clear that there is a limit of two beads played per person.

NACAS National Office Update

- NACAS is currently engaging in a RFP process for new auditors. Mr. Ramey has been asked to participate with the NACAS Finance Committee review during this process. RFP responses are due by November 14, 2014. The foundation will also need to budget for the cost of the audit moving forward.
- The Director of Corporate Relations position job description has not been finalized. There is currently a very active search taking place to fill the Director of Professional Development position.
- The NACAS National Office is working with the Certification and Awards committees to complete the Hassmiller scholarship criteria and awarding process. This will be a joint marketing and application endeavor that will be determined and completed in time for the 2015 process.
- The administrative relationship between NACAS and the Foundation needs to be formalized. Mr. Mumford and Ms. Pokharel have discussed that someone from the Foundation board needs to sign off on expenses coming from restricted and endowed accounts, but regularly occurring bills do not need to be signed off on. The Foundation will draft a preferred policy for NACAS to administratively adhere to. Mr. Ramey will be included on the discussion regarding formalization of these practices.

Committee Structure

- President Sirinek shared his proposed committee structure document with the Board. There will be a NACAS National Office liaison for each committee to ensure appropriate administrative partnerships. This will become a formal document for the Foundation to work by and each Foundation board member will choose a committee to participate on.

- There will be three committees: Events Committee to oversee fundraising activities at the annual conference; (Corporate) Sponsorship Committee to be responsible for soliciting business partners for event sponsorships and donations to the Foundation; Campaign Committee to be responsible for the development, implementation, and evaluation of ongoing and special campaign efforts to solicit donations.
- The Board decided to treat these committees as ad hoc committees and each Board member will contact President Sirinek with the two committees they are interested in joining.
- The committee structures will be formalized by January 1, 2015.
- Ms. Stevens and Ms. Hoagland are looking at the Foundation bylaws and will have a recommendation to bring to the board by the week of January 19, 2015. President Sirinek volunteered to assist with the bylaw recommendations.

2014 Marketing

- Ms. Welty presented a report on the Foundation email data. The open and click rate is on par with the types of contact lists that NACAS has. Email subjects asking for donation have a significant decrease in opens and clicks. Ms. Moore suggested trying a personal email address in the 'from' section to create a more personal touch.
- The *College Services* due dates were presented to the Board. The Foundation will determine how they would like to organize communication submissions to the NACAS National Office. Mr. Mumford remarked that these communications are a lot of hard work and that moving forward maybe the Foundation could identify a theme or message and have someone from the NACAS National Office help to write the articles.
- It is important these message contents are screened by Foundation volunteers.
- President Sirinek will work with the NACAS National Office to create the end of the year December communications.

New Foundation Board Members

- President Sirinek introduced and welcomed Melissa Moore to the Foundation Board.
- Tony Lynch is a new Foundation Board member as well, he was unable to join the call on time due to a previously scheduled meeting.
- Mr. Mumford remarked that he had been approached by Dan Adams to be involved in the Foundation. Mr. Mumford and Ms. Becerra recommended Mr. Adams to the Foundation Board.

M/S/P Mumford/Becerra "to invite Dan Adams onto the Foundation Board."

Foundation Campaigns

- There is interest in launching another Past President Challenge for the upcoming year. The Board discussed that perhaps the Challenge should not be every year so as not to induce donor fatigue.
- The NACAS National Office will complete a report on the 2013 -2014 Past President Challenge to determine new donations that were influenced by the challenge.

NACAS Board of Directors Updates

- Mr. Redwine informed the Foundation Board that the NACAS 2015 – 2019 Strategic Plan has been approved by the NACAS Board of Directors and is in the process of being distributed to the membership.

Upcoming Board Meetings

- The Foundation Board agreed that calls will now be 90 minutes instead of the regularly scheduled 60 minute time block. The NACAS National Office will update the calendar events.
- The April 15 and June 17 conference calls are scheduled during the last day of the South and Central Regional Conferences. Alternate times will be explored and the Board will receive information regarding any changes.

M/S/P Hoagland/Mumford “to adjourn the meeting at 3:06 pm.”

Respectfully submitted,

Ron Campbell, CASP
CEO

Emily Welty
NACAS Education Foundation Coordinator