

**NACAS Education Foundation**  
Board of Directors Meeting Minutes  
February 16-17, 2016

**In attendance:**

Matt Sirinek, Mike Ellis, Laura Stevens, Frank Mumford, Nancy Becerra, Teri Bump, Maria Hoagland, Matt Portner, Tony Lynch, Melissa Moore, Eddie Mills, Dan Adams, Diane Reynolds, Kelsey Harmon Finn

**Guest(s):**

Bill Redwine, NACAS President; Carlos Garcia, NACAS Treasurer

**Absent:**

Jim Jenkins

**Staff:**

Emily Welty (in attendance on Wednesday), Chris Dastoli (in attendance on Wednesday), Ryan Ernst (in attendance on Tuesday), Ashley Vercellone (in attendance on Tuesday)

**Meeting called to order at 1:00 pm PT**

**Break at 5:30 pm PT**

**Reconvened at 9:35 am PT Wednesday morning**

December 16, 2015 Minutes

**M/S/P Mumford/Bump to "approve the December 16, 2016 minutes as presented"**

**Financials***2015 End of Year and 2016 Budget Review*

- Ms. Stevens reported on the 2015 end of year statement. The numbers are unaudited and are subject to change following the auditing process
- The board discussed simplifying the funding options for donors to be more clear and concise.
- The Board noted that they need to update a stewardship plan.

*NACAS Funding Request*

- The NACAS Board rescinded its 2015 request of \$67,000 to support the new NACAS database.

**Budget Planning Discussion***Program v. Administrative Support*

- The Foundation would like to move past supporting salaries and only financially support NACAS programs.

*CASP Support*

- The Board discussed the Certification deficit from 2014.

**M/S/P Adams/Lynch to approve "moving money from unrestricted funds to the Certification fund to balance out the deficit"**

- The NACAS Board needs to determine support needed for the CASP program which can then be discussed with the Foundation board.

#### *Replacing Barnes & Noble College Sponsorship*

- Ms. Finn is currently engaging in discussion with Barnes & Noble College.

#### **NACAS National Office Update**

- Ms. Finn notified the Foundation Board that Ms. Eleanor Mower resigned from her NACAS position as the Chief Operating Officer. Ms. Kathryn Le Gros has resigned from her institution and will be unable to fulfill the NACAS duties of past president. Ms. Jean Kwaterski will reassume the role of NACAS past president.
- NACAS National Office has three open staff positions and will engage in phone interviews in the beginning of March.
- The NACAS database was launched on February 15, 2016.
- The NACAS 2016 Annual Conference registration will be opening in the next several weeks.
- The NACAS staff and the Foundation are working on creating and compiling a Foundation policy manual.

#### **NACAS Education Foundation Coordinator Updates**

##### *2016 Fundraising Timelines and Information*

- President Sirinek reported that Ms. Welty will be in contact with all subcommittees to schedule regularly occurring calls/meetings.

##### *Proposed Dashboard Metrics*

- President Sirinek reviewed the Foundation dashboard as a tool to measure their strategic goals.
- The Foundation Board discussed how to increase regional participation.
- The dashboard will reflect an overlay of revenue and expense with an included ratio number.
- Leadership shall be defined as anyone with an invitation and leadership ability to attend NACAS Leadership Team Meeting. This definition shall be noted on the dashboard moving forward.
- American Campus Communities will give a \$1 donation in the name each person in attendance at the 2016 LTM.

##### *Policy Manual Draft*

- A policy manual table of contents was presented to the Foundation Board. The National Office will continue to work on this project to compile existing policies and determine any policies that the Foundation Board needs to enact.

##### *Annual Giving Campaign*

- Mr. Ryan Ernst reported that he is working as a staff liaison to the Business Partner Task Force. The Foundation will work to determine a definition of the 'ask' for business partners. The campaign will focus around the engaged and disengaged NACAS member(S).

#### **NACAS Board of Directors Report**

- No report given as Ms. Reynolds gave her update during the NACAS National Office Update.

#### **NACAS Organization Structure Review Task Force Update**

- This will be a focus for the NACAS LTM period and the relationships between NACAS, the regions, and the Foundation will be discussed in-depth as group.

## Review Award Criteria and Funding

### *Ladson Award*

- The NACAS Board will be asked, at their next board meeting, to task the administration of this scholarship to the NACAS Awards Committee.
- Each year at LTM the Foundation Board will let NACAS know how many Ladson scholarships may be given.
- Moving forward, all awards and scholarships will be administered by the NACAS Awards Committee.

### *Newton Award*

- The board discussed making \$2500 available for the recipient to place into a restricted fund of his/her choice.

**M/S/P Mumford/Adams to approve that “the Foundation, on an annual basis, will award the Newton recipient \$2500 to be placed in a Foundation restricted fund of his/her choice”**

**M/S/P Mumford/Bump approved to “continue funding the Newton award through unrestricted funds until a permanent endowment has been established”**

### *Lassiter Award*

- The Foundation asked the NACAS National Office staff to make a recommendation on how Foundation funded annual conference registrations should be administered.

**M/S/P Mumford/Moore approved to “change the \$500 registration value of the Lassiter Award winnings to the value of a full annual conference registration”**

### *The Spelman and Johnson Group Rising star*

- 2016 is the year that Spelman and Johnson have first right of refusal for the renewal of this scholarship sponsorship.

### *Innovative Achievement in Auxiliary Services*

- This item will be readdressed following the March Finance Committee meeting.

## Business Partner Task Force Update

- Report was given by Mr. Ernst during the Annual Giving Campaign section on the agenda.

## Committee Reports

### *Silent Auction/Raffle/Flip-a-Coin*

- Marketing will be a focus for the 2016 Auction, and the Foundation will continue to accept cash donations. The goal is to have the auction open for longer than it was in 2015.
- The Board was asked to secure two auction items each.
- Foundation will determine a method to identify donors and fundraising participants during the conference.

### *Golf*

- The 2016 golf tournament will be hosted at the Brickyard Crossing at the Indy speedway. Are looking to have a diverse set of skill prizes.
- Looking to have some Foundation golf shirts for registrants.
- Will not host a poker event, but perhaps a bowling event.

### *Campaigns/Stewardship*

- No report given as this item was later discussed during the 50<sup>th</sup> Anniversary agenda item.

#### *Marketing*

- The Marketing Committee is meeting monthly and consists of the following members: Matt Sirinek, Mike Ellis, Frank Mumford, Melissa Moore, and Caleb Welty.
- The committee has created a publication deadlines and topics documents. Will next work on craft an elevator speech on why to give back.
- The committee work to create a document of talking points for the regional conferences and to create specific Foundation marketing collateral.

#### **NACAS 50<sup>th</sup> Anniversary**

- The committee is looking to the Foundation to give them direction and a purpose for fundraising.
- Plan to full announce the campaign at the 2016 NACAS Annual Conference.
- Need to understand why people give.
- Will work to clarify some of the funds so that giving is simple.

#### **2016 Board Calendar**

1. April 13, 2016 - 2:00pm – 3:30pm
2. May 25, 2016 - 2:00pm – 3:30 pm
3. Summer bod meeting, Aug. 2-3, 2016 – Nashville, TN
4. August 17, 2016 - 2:00pm – 3:30 pm
5. October 7, 2016 – 3:15 – 4:15 (Joint Exec. Comm)
6. October 7, 2016 – 4:30pm – 6:30pm
7. December 7, 2016 - 2:00pm – 3:30pm

**M/S/P Moore/Hoagland to “adjourn the meeting at 11:47 am PT”.**

Respectfully submitted,  
Kelsey Harmon Finn  
NACAS Education Foundation  
CEO

Emily Welty  
NACAS Education Foundation  
Coordinator