

NACAS Education Foundation Summer BOD Meeting Minutes
August 2-3, 2016
Gaylord Opryland Resort & Convention Center
Nashville, TN

FINAL 9-7-16

<input checked="" type="checkbox"/>	Matt Sirinek	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Mike Ellis	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"/>	Ryan Ernst	BP Coordinator
<input checked="" type="checkbox"/>	Nancy Becerra	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Dir. of Conf. & Events
<input type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Kennedy Turner	Dir. of Business Dev.
<input type="checkbox"/>	Jim Jenkins	Director (BP)			
<input checked="" type="checkbox"/>	Matt Portner	Director (Central)		Guest:	
<input type="checkbox"/>	Maria Hoagland	Director (East)	<input checked="" type="checkbox"/>	Bill Redwine	NACAS President
<input 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 checked="" type="checkbox"/>	Diane Reynolds	Director (ex-officio, voting)			

[Tuesday, August 2, 2016 – 1:00 -5:00 p.m.](#)

The meeting was called to order at 1:12 p.m.

President Sirinek welcomed new NACAS director of business development, Kennedy Turner.

1. Approval of May 25, 2016 Minutes

M/S/P Mumford/Stevens “to approve the May 25, 2016 minutes as presented.”

2. Presidents Report

- President Sirinek noted that the Education Foundation is not represented on the Committee Chair Council (CCC). Discussion was held on the vice president filling this role on the CCC instead of on the Certification Commission.

Action item:

- **President Sirinek to draft a formal request to the NACAS National Office to have the Education Foundation vice president sit in on the CCC calls and have access to the CCC community in the NACAS Lounge. He will also seek feedback from the Certification Commission Chair.**

- The NACAS and Education Foundation Finance Committees will meet tomorrow to continue working strategically on budgets.
- Discussion was held on the Foundation board meeting more frequently, as well as looking at the Foundation meeting following the NACAS board in-person meetings.
- The Education Foundation Policy Manual is being updated by the NACAS National Office. Past board minutes are being reviewed to make sure that policies are included and that all NACAS Policy Manuals are consistent with layout, etc.

Action item:

- **Ms. Finn to draft a proposed 2017 Education Foundation board meeting schedule.**
- **The updated Policy Manual will be presented to the Education Foundation at the January 31 - February 4, 2017 LTM.**

3. NACAS National Office Update

- Ms. Finn reported that in addition to Mr. Turner's new position, a web & technology coordinator will start next week and the full-time accounting position has been filled. Mr. Welty has accepted a new position and will be leaving NACAS.
- Discussion on NACAS' purpose and place in the industry will continue at the NACAS board meeting.
- NACAS has received five responses to the rebrand RFP. The firm will be selected in the next couple of weeks and will begin interacting with the NACAS and Education Foundation boards. Next steps will be presented at the Annual Conference board meeting.
- Last week was the early bird deadline for the Annual Conference and registration is going well.
- Mr. Ernst reported that the Business Partner Task Force is very engaged and is making progress on their strategic plan. The group is working on developing business partner mentors and plans are to film testimonials at the Annual Conference. A webinar is being planned for new exhibitors.
- Ms. Finn reviewed the dashboard which includes financials, fund balances and expenses, temporarily restricted balances and expenses, fundraising and donors by region.

Action items:

- **"Leadership" needs to be defined on the dashboard in reporting percentage of leadership donors. It was decided that this includes those who attend the Leadership Team Meeting (LTM). The category to add is "Volunteer" donors. The board would like to add comparisons for the flip-a-coin donations for multiple years, as well as the silent auction to include expenses.**

4. Treasurer's Report

- Mr. Dastoli reviewed the year-to-date financials and the 2017 budget proposal.
- The balances of the endowed funds as of June 30th, as well as the amounts that can be spent in 2017 were presented.
 - Ladson Fund
 - Future Fund
 - David H. Lord Fund
 - Hassmiller Fund
- Ms. Stevens encouraged board members to donate their travel expenses back to the Education Foundation.

5. 50th Campaign & Annual Giving

- President Sirinek gave an overview of kicking off the 50th campaign and why we want to use the 50th anniversary to leverage and grow the fund.
- The campaign period is 2016 – October 2018. The objectives, campaign purpose, member/donor ROI – why give, key campaign strategies and roles were reviewed.
- The goal is to secure 450-750 donors during the campaign period and to raise \$500,000 in total donations from individuals and business partners. We have 100 donors to date. The \$500,000 would include \$300,000 for current operating funds and \$200,000 for future funds.
- The annual campaign would become a component of the 50th campaign to create the culture of giving among our members.
- One of the key strategies is to secure the first 50 individual donors in a silent phase, and then define “the next 50” program. The board identified donor prospects.

Action items:

- The board was asked to send suggested edits to the “Why Give” to President Sirinek.
- Identify personal testimonials to spotlight.
- Plan and host a “The First 50” reception at the Annual Conference.
- Send a message out to the LTM regarding business contacts.
- Mr. Turner to create a campaign through Qgiv on the NACAS website.
- The NACAS National Office to help populate the prospect list for the “First 50” donors by next week.

The meeting suspended at 5:44 p.m. on Tuesday, August 2nd.

[Wednesday, August 3, 2016 – 8:30 – 11:30 a.m.](#)

The meeting reconvened at 8:24 a.m. on Wednesday, August 3rd.

6. Committee Breakout Groups

- The board split into two groups to brainstorm – Events and Campaigns & Marketing.

7. Committee Reports

- Mr. Lynch will work with the NACAS National Office on getting the silent auction up and running. His marketing assistant will add the items to Bidding for Good. Sponsorship and donation solicitation will begin soon.
- Marketing emails will be sent out regularly. The goal is to link the Bidding for Good event with the NACAS Education Foundation website page.
- Results from Flip-a-Coin
 - East Flip-a-Coin \$1,995
 - Central/West Flip-a-Coin \$6,935
- Mr. Portner noted that the golf tournament registration is open and a NACAS/Education Foundation polo will be provided to the golfers, as well as a boxed lunch. A sponsor is needed for transportation and giveaways.

Action item:

- **Mr. Portner to send a mock-up of the shirt logo to the NACAS National Office for approval before printing.**
- Ms. Stevens reported that the Duck Pin Bowling event is sold out. The committee is working on awards for the tournament. Socks with the Foundation name will be provided to the bowlers.
- Mr. Mumford noted that he will email the board members at the end of August regarding solicitation of the first 50. Those who give will be invited to the First 50 reception on Tuesday evening at the Annual Conference. This will be announced at the Opening General Session.
- Ms. Moore noted that the Marketing Committee will assist with marketing of the 50th campaign. The committee is working on a *College Services* article.

8. NACAS Board of Directors Report

- Ms. Reynolds reported that the Organization Structure Review Task Force has completed discussions with the regions and the regions collectively are not ready to make a change at this point. This may be revisited in the future. The regions and the Education Foundation will remain the same, but NACAS will change to a 501(c)6.
- Hans Weicchart, director of administration is working on making all national and regional by-laws consistent. The regional by-laws changes will need to be approved by each region. The national by-laws will need to be approved by the

national Board of Directors and then voted on by the membership at the Annual Business Meeting.

9. Education Foundation Board Vacancies

- Mr. Mumford noted that Ms. Becerra, Ms. Stevens and Ms. Hoagland will continue for new three-year terms. This will be voted upon at the Annual Conference board meeting. Mr. Ellis has been nominated as vice president of the NACAS national board, which creates a vacancy of the vice president of the Education Foundation board. President Sirinek and Past President Mumford are willing to remain in their current roles for another year on the Education Foundation board but the board will still need to fill the Education Foundation vice president role at the Annual Conference board meeting.

Action item:

- **The August 17th board call will be moved to September 7th. Ms. Oakley will send updated calendar invites.**

M/S/P Mumford/Lynch "to adjourn the meeting at 10:00 a.m."

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant