

NACAS Education Foundation

Board of Directors Minutes

March 15, 2017

<input checked="" type="checkbox"/>	Matt Sirinek	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Matt Portner	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input 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"/>	Kennedy Turner	Dir. of Business Dev.
<input 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"/>	Ben Blohowiak	Technology Coord.
<input checked="" type="checkbox"/>	Aubry Wooten	Director (BP)			
<input checked="" type="checkbox"/>	Mary Perry	Director (BP)			
<input type="checkbox"/>	Maria Hoagland	Director (East)			
<input checked="" type="checkbox"/>	Dan Adams	Director (South)			
<input 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"/>	David Wahr	Director (ex-officio, voting)			

FINAL 4-12-17

Call to Order

President Sirinek called the meeting to order at 2:03 p.m.

Approval of January 31-February 1, 2017 Minutes

M/S/P Adams/Perry “to approve the January 31-February 1, 2017 minutes as presented.”

Campaign for the Future Update

- Mr. Turner reviewed the updated Campaign for the Future matrix. The public launch of the campaign will be closer to the Annual Conference in November. The current focus is fundraising at regional conferences.
- Mr. Turner shared an infographic on where dollars are being used for Education Foundation sponsored professional development opportunities. This document will be emailed to all Education Foundation donors. Suggestions for future infographics and marketing materials from the board included:
 - Break down professional development opportunities and/or participants by career experience (example - emerging professional, mid-careerist, senior executive.)
 - Add hyperlinks to future marketing materials and infographics to drive business partner participation.
 - Add hyperlinks to the document to drive business partner participation.
 - Add the “why” to give for these professional development opportunities (show the impact that we have on campuses and the total cost of education and how students benefit from skills gained by being employed by our members.)

Treasurer's Report

- Mr. Dastoli noted that the dates of the upcoming Finance Committee meetings:
 - April 6th & 7th (in Charlottesville, VA)
 - June 3rd (at the West Regional Conference - Orange County, CA)
- 1st quarter financials and the dashboard will be presented on the April call.

Award Funding

- President Sirinek noted that the Innovative Achievement in Auxiliary Services Award funding was discussed during the March NACAS board meeting where action was taken for a one-time ask of the Education Foundation to fund this award in 2017 in the amount of \$1,500. This will come from unrestricted funds.
- Three recipients have been identified for Mereese Ladson Diversity scholarships.

Action items:

- **Ms. Stevens and Mr. Dastoli to look at how the funding of the Innovative Achievement in Auxiliary Services Award will impact the budget. The staff will look at all awards and discuss this during the April Finance Committee meeting.**
- **Mr. Kennedy will add Innovative Achievement in Auxiliary Services Award to his sponsorship opportunity list.**

Conference Fundraisers

Regional Conferences

- President Sirinek asked for volunteers to give a brief Foundation update at the 2017 regional conferences and assist with the Flip-a-Coin fundraisers. Board members either volunteered or were put on the list to volunteer to represent their region at the regional conferences. Ms. Stevens and Ms. Hoagland were not on the call, but were suggested as volunteers.

South - Eddie Mills and Melissa Moore

West - Frank Mumford

Central - Laura Stevens

East - Maria Hoagland

Action item:

- **President Sirinek to put together talking points for the regional conference updates.**

Annual Conference

- Ms. Vercellone noted that the Flip-a-Coin fundraiser will be held during the Celebration Luncheon.
- Mr. Turner noted that Mr. Lynch will once again be the lead on the silent auction/raffle. Mr. Lynch provided strategies on soliciting donations from business partners and asked that each board member put forth contact information of five business partners from their campus that would possibly donate a \$350-\$500 item and he will make the ask.
- Ms. Vercellone noted that the Sunday night fundraiser event will be either a bowling event or a curling event.

Action item:

- **Mr. Turner to provide the NACAS business partner list to Mr. Lynch.**

President's Report

- President Sirinek announced that Ms. Bump was named a 2017 Pillar of the Profession by NASPA.
- Discussion was held on the action items from the Leadership Team Meeting (LTM).

NACAS Board of Directors Report

- Mr. Wahr noted that the NACAS board met with the regional presidents this month to discuss the IRS audit regarding incorporation status.
- 2017 C3X has been announced and the committee is working on the program selection.
- The nominations process is underway and nominations are due July 14th.
- The board is working on long-range planning with Jean Frankel, Ideas for Action.

NACAS National Office Report

- Ms. Finn noted that the final draft of the NACAS Strategic Long-Range Plan will be finalized during the NACAS April board call and then will be shared with those that attended the LTM.
- C3X registration opened today and hotel rooms have been reserved for NACAS and Education Foundation board members. Room dates or cancellations will be handled this summer.
- NACAS rebranding is ongoing and the launch is planned for June 1st.
- Membership update – since November membership has increased by 42 institutions (currently have 700 paid/active institutional members.)
- The first institute for 2017 - the Institute for Managers, is scheduled for April 21-23 in New Orleans. There are 40 people registered (cap is 45.) In 2016, there was a combined attendance of 56 people at the three institutes.
- The first student survey was launched as part of NACAS research. The survey was on student employment.
- Ms. Finn attended CAMEX earlier this month. Discussion was held on NACS' IndiCo initiative that was launched and how this will impact campus stores.

M/S/P Wahr/Lynch "to adjourn the meeting at 2:55 p.m."

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant