

**NACAS Education Foundation
Board of Directors Meeting
Sonoma, CA (at NACAS West)
April 24, 2010**

In attendance: Marti Gray, Frank Mumford, Bill Shiba, Dave Kratzer, Ken Ramey, Teri Bump, Dan Allen, Mary Perry, Maria A. Y. Garcia

Absent: Dr. Jeff Pittman, Charlie Figari, Tom Post

Staff: Bob Hassmiller

President Gray called the meeting to order at 8:00 a.m. and welcomed everyone.

Review of Minutes

M/S/P Kratzer/Mumford “to accept the March 10, 2010 conference call minutes as written.”

Financials

Mr. Perdue sent the audited 2009 audited financials to Dr. Hassmiller, Mr. Ramey and Mr. Mumford for review and submission to the Board. There were no material changes from previously distributed financials.

M/S/P Allen/Kratzer “to accept the 2009 Audit.”

The Board discussed the investment policy. This provides guidelines for the investment of the Education Foundation funds in long-range bond-equity vehicles. The board concurred that we should invest our funds per the policy.

Strategic Planning

Mr. Mumford serves as Chair of the NACAS Strategic Planning Committee in his role as NACAS President-Elect. He briefly discussed the plans for a minor revision of the NACAS Strategic Plan and the board discussed the importance of an Education Foundation plan. The Education Foundation Board agreed that:

- The Foundation plan should align Foundation fundraising goals with NACAS goals;
- The Foundation should develop short and long-term goals for analysis and review;
- We should encourage business partners and institutional members to contribute to the Foundation:
 - The individual member target should be \$15,000 per year;
 - Business partner goals should be based upon the specific funding proposals that will underwrite the future of the industry and the association.
- We should explore other non-member fundraising including philanthropic entities and perhaps grants;
- We should strive to obtain 100% participation by the Boards of Education Foundation, NACAS, and NACAS Regions.

- We should increase awareness of the Foundation and our benefits to the association, our institutional and business partners, and higher education;
- We should provide multiple opportunities for giving.
- Measure should include:
 - Number of individual contributors
 - Level of contributions
 - Participation and level of support by business partners and others
- The overall level of support should be to contribute \$50,000 net per year to endowments and reserves.

Certification Update

President Gray, Mr. Mumford and others are creating a case statement that will be used for approaching business partners/Foundations. NACAS staff can help in this effort. The Board was presented with an interim update and timeline of the program.

Annual/Regional Conference Efforts

Silent Auction

Mr. Allen is working with a team from the regions and with the National Office to solicit for this effort.

Texas Hold 'Em

There was a discussion of an appropriate night and venue for this activity. It was agreed that with a goal of \$10,000, this activity will be held on Tuesday night before or in conjunction with the Gala. Heather Brown should ensure that the business partners know that this activity will be Tuesday night. The fundraising team of Mr. Kratzer, Mr. Ramey, Jerry Turner and Abby Tammen will meet to discuss this in greater depth.

Flip-a-Coin

This is a very successful activity at the regions and the annual conferences. American Campus Communities donated the prize at NACAS South and Shop24 donated the prize for NACAS West. Frank will work with East and Central to try to find sponsors for their gifts as well. It was agreed that we should continue this activity.

Foundation Education Track

This was very successful in 2009. Frank Mumford, Teri Bump and Jeff Pittman are working on the 2010 conference.

Charter Member Update

Board members have been reaching out to Charter Members of the Foundation to get them re-engaged. Some have contributed in other areas all along, but few former members have re-engaged. It was determined we should focus on other efforts and not continue working the Charter Member program.

Corporate Fundraising

Ms. Bump reviewed the software and data collection purchased with Foundation funds for the National Office to provide a detailed look at business partner participation with NACAS. There

is more work to be done, but this was an impressive effort that will benefit both the Foundation and NACAS. Thanks to Ms. Bump, Mr. Mumford, the National Office staff and all who contributed.

Awards

President Gray and Mr. Mumford have had discussions with the Chair of the Awards Committee about Education Foundation sponsored awards. The Committee will consider all of their ideas including sponsoring the Newton Award. The Board was supportive of this effort.

Technology/Media/Marketing

Technology/Communications

The Board reviewed a job description for a volunteer position on the board that would perform those activities. This has been done in the West and South regions. Ms. Garcia explained how West had used it successfully. It was agreed that this should be a voting position. The expectation is that this position could be reimbursed for non-conference meetings, but that the college would reimburse for travel and expenses to the annual conference. Melissa Moore, Chair of the Marketing Task Force, will be asked for recommendations. The National Office will send candidates to President Gray.

Marketing Plan

Mr. Shiba discussed his submission.

M/S/P Kratzer/Shiba “to accept the revised Foundation Marketing Plan.”

Discussion was held regarding the need for professional help and perhaps talking with NACS or ACUHO-I for resources.

Technology

The Foundation has upgraded its website and improved their on-line giving. More needs to be done. Members will solicit input and report back as it is received.

Initiatives

\$10 for 2010

This effort has been successful. There is a need to include other stellar examples (like Charlie Figari) for other regions. Perhaps a competition could be set up (by percentage of membership) or have the regions identify a “face of the region.”

Media Calendar

- Keep in mind commitments for the *College Services* magazine.
- By July 1, we need an article written about our 2010 campaign. It will be published in September, 2010.
- *NACAS Quarterly* can provide business partner spotlights. Ms. Perry and Ms. Bump will help write those.
- The Foundation is still looking for production of an “Annual Report.” Donors should be listed, but we can provide the opportunity to have their names “opted out.” President Gray continues to examine the best option. Ms. Perry indicated that Follett would agree

to help with a brochure for greater business partner understanding, as well as with the Annual Report.

- Members discussed the Senior Leadership Forum and ways to involve business partners.
- Members are working on a Board Resource Guide.

The next meeting is scheduled for a conference call on June 9 at 2 PM Eastern, 1 PM Central, Noon Mountain, and 11 AM Pacific. There should be several calls on various agenda items before that time.

President Gray thanked former NACAS President Alan Murray and his wife Dottie for the wonderful dinner that they hosted at their home for the Foundation Board. She further thanked NACAS West for their hospitality in encouraging this meeting around their regional conference.

The meeting adjourned at 3:00 p.m.

Respectfully submitted,

Mary Perry, Board Member

Dr. Bob Hassmiller, CAE