

**NACAS Education Foundation
Board of Directors Conference Call
August 25, 2010**

In attendance: Marti Gray, Frank Mumford, Dr. Jeff Pittman, Ken Ramey, Dave Kratzer, Dan Allen, Mary Perry, Maria A. Y. Garcia

Joining Late: Teri Bump

Absent: Bill Shiba, Charlie Figari, Tom Post

Staff: Bob Hassmiller, Jeff Perdue, Marcia Oakley

President Gray called the meeting to order at 2:02 p.m. and welcomed everyone.

Review of Minutes

M/S/P “to accept the June 9, 2010 meeting minutes as written.”

Financials

Treasurer Ken Ramey stated that the financial reports were in the board packet. The \$6,000 from cash to the Fidelity investment will show on the next investment statement. Mr. Ramey noted that the board needs to discuss revenues and expenditures regarding the NACAS Certification Program as it continues to move forward, especially with revenues coming in. President Gray reported that the Central Region has now joined East and South with a commitment to donate \$5,000 to this program. She further noted that she has prepared a case statement and that the board is waiting on the Certification Task Force to provide the feasibility analysis and an updated budget. The NACAS Board of Directors will make a determination whether or not to go forward with the program after the survey results are in. Fundraising and determining major donors to approach will then begin.

Strategic Planning

Mr. Mumford reviewed the Strategic Plan suggested changes with the NACAS Board of Directors at their summer meeting. The NACAS Board accepted the changes as presented.

Silent Auction/Raffle

Mr. Allen thanked the National Office for their assistance in providing business partner contacts. The regions were matched with 103 business partners to contact to solicit donations.

Texas Hold ‘Em Tournament

The Foundation hopes to receive \$15,000 in sponsorship support for this fundraising event. The registration price for the tournament has been reduced from \$125 to \$99. There will be a cash bar and snacks at each table. Following the tournament, members will then be able to attend the Monte Carlo gala event where food will be served. Mr. Ramey asked the board members to assist in soliciting colleagues in their regions within the next two weeks to register to play.

Flip-a-Coin Fundraiser

Mr. Mumford stated that one of the silent auction/raffle donated items will be used for the Flip-a-Coin fundraiser. Board members will be asked to help sell the beads for the drawing at the President's Luncheon.

Foundation Educational Track

Dr. Pittman reported that seven business partners are scheduled to present at the annual conference. Ms. Bump is working on signage.

Leadership Team Meeting

President Gray reminded the board to RSVP to Ms. Oakley for the LTM invitation that was recently emailed. She suggested that all board members attend this year because of the new Certification Program.

Business Partner Reception

President Gray thanked Ms. Perry for offering to host approximately 15 business partners for a reception with the board at the annual conference. NACAS President, Cheryl Crouch has agreed to hold the event in her suite. This event will be a meet and greet and will include a short presentation to introduce the Certification Program.

Data Collection/Campaign

Ms. Bump stated that the cultivation process in preparation of asking for major gifts. Selected campus members will make the initial contact, build a relationship and steer the process to someone such as Dr. Hassmiller to make the formal ask. The member can help determine what the business partner likes to donate money for, ask what they like about NACAS and where do they see their company contributing. Dr. Hassmiller stated that he will determine how the National Office staff can assist with this.

NACAS Awards

President Gray suggested that the Newton Award should be awarded at a slightly higher amount as this is the most prestigious award that NACAS offers. She proposed \$2,500 per year for spending on their favorite NACAS project. The board would like to make this an endowment and ask for a five year commitment at \$10,000 a year. This could be branded with the company who commits to sponsor it. Dr. Hassmiller has made initial contact with one company and proposed it. He will talk to others as well.

Marketing/Media Position

One qualified candidate has been presented for this position. The regions are to contact President Gray by mid-September with other referrals.

2010 Campaign

Mr. Mumford will be writing the next "Why I Give" flyer for this campaign.

Web Update

Dr. Hassmiller reported that a member of the Technology Task Force recently visited the National Office. The group will meet in November at the annual conference and a report will be given at the March Leadership Team Meeting.

Correspondence/Media Calendar

Dr. Hassmiller will be writing an article for *College Services* on year-end giving.

Pledges

Dr. Hassmiller and Dr. Pittman will follow up with those who have pledged to the Foundation to give and look at others to ask, especially for the Future Fund.

The next conference call will be October 6 at 2:00 p.m. Eastern time and the next face-to-face meeting will be Sunday, November 7 in Colorado Springs from 3:15-4:30 p.m.

The meeting adjourned at 3:01 p.m.

Respectfully submitted,

Dr. Bob Hassmiller, CAE

Marcia Oakley
Executive Administrative & Accounting Assistant