

**NACAS Education Foundation**  
Board of Directors' Meeting  
August 2-3, 2011  
Orlando, Florida

**In attendance:** Marti Gray, Ken Ramey, Jeff Pittman, Matt Sirinek, Bill Shiba, Teri Bump, Jim Jenkins, Dave Kratzer, Charlie Figari, Patricia Eldred

Absent: Monica Stoch, Keith Chapman, Mike Ellis, Mary Perry

Guest: Frank Mumford, President of NACAS

Staff: Bob Hassmiller, Jeff Perdue

**Review of Minutes**

**M/S/P Pittman/Kratzer "to accept the May 18, 2011 minutes as presented."**

**Financial Report**

Mr. Ramey presented the June 30, 2011 unaudited year-to-date financial report. He reported that activities for the period are close to previous years and currently the 2011 budget appears to be attainable. Unrealized gains on investments for the period were \$8,331.

Mr. Perdue reported on the reserves and endowments. Mr. Mumford and President Gray commented that the detailed report on the endowments was to provide the Board with a more comprehensive view of the status of the restricted and unrestricted funds.

**Donations Update**

The current list of donors was presented for discussion of ideas to increase donors and donor recognition. President Gray commented that the Foundation may lose a major donor in the next two years and we need to make certain the Board works to fill the gap. In reviewing the donor list, it was noted that with the fund requirements of the Certification program it was necessary to present the needs to the regions and explain why it is important for them to continue their support. Ideas were discussed on how to increase the number of members participating in the support of the Foundation. Emphasis on recognition at the annual conference via banners, flyers, ribbons, and other means. Ms. Bump was asked to work with Ms. Stoch and the staff on recognition at the conference. President Gray said she would contact other student housing companies to seek support for the Foundation's certification funding effort. The Board also discussed approaching Past Presidents and NACAS board members for support.

President Gray thanked the regions for their support and especially thanked KASA for their contributions based upon the Kentucky meetings of auxiliary service members.

**Certification Task Force**

Dr. Pittman announced that the first CASP examination will be at the 2011 Annual Conference. Ms. Eldred reviewed the work of the Subject Matter Experts (SMEs).

Dr. Hassmiller reviewed the Certification budget and estimated the requirements could be as much as \$90,000 for 2011. Dr. Hassmiller reviewed the Case Statement and the structure and policy of the Certification program.

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### **Other Corporate Campaigns**

President Gray asked for discussion on the funding of the current awards programs. The discussion centered on finding which Business Partners to approach and determining what programs they would want to fund. The Funding of webinars by CardSmith was presented as an example.

### **2011 Conference**

The Golf Tournament and Texas Hold'Em Tournament are seeking joint sponsorship this year. It was reported that Coke and Sodexo have pledged \$5,000 each to sponsor the events. It was agreed to name the Golf Tournament the "**Robert L. DeMoss Memorial Golf Tournament**" in honor of the many contributions of Bob DeMoss to NACAS for many years.

It was agreed that the Flip a Coin would be discontinued at the regional breakfasts, but would continue at the Celebration Luncheon.

Mr. Sirinek and Mr. Ellis reported on good progress for the Silent Auction/Raffle.

Ms. Bump reported that she was making good progress on the Foundation Education Track. There will be two sessions. One involving B&N and Follett, and the other Perkins and Will.

The Business Partner Reception was discussed and the need to send invitations.

### **Property tour of the Rosen Shingle Creek**

#### **Marketing/Media Update**

President Gray invited discussion of how to develop the Foundation message. There was consensus that the message has to tell the Foundation story of how the funds are being used to further the educational opportunities of NACAS members. The sponsoring of scholarships and the funding of the exploration and initial operations of the Certification program are two examples of advancing the educational opportunities of the members.

The importance of full use of the website was discussed and the need to give greater recognition for the support received from our Business Partners and members. Mr. Jenkins offered his assistance in determining Business Partner relationships and contacts to solicit for membership and donations.

#### **Education Foundation Governance Issues**

**M/S/P Kratzer/Shiba "to increase number of Board members to a maximum of 20."**

The Officers slate for 2012 will remain the same as for 2011 by consent.

**M/S/P Figari/Eldred moved that NACAS Education Foundation request that NACAS provide "registration to the annual conference at the guest rate for members who have attended the Institute for Managers I and who are first time attendees at the NACAS Annual Conference. NACAS Education Foundation will then pay to NACAS the amount of the guest registration. Total NACAS Education Foundation expense not to exceed \$5,000." With the reduced rate from NACAS and the payment from NACAS Education Foundation, the registration is free to the first-timer.**

#### **NACAS Education Foundation Board Video**

Mr. Shiba began the discussion and Q&A on the development of a promotional video. The video would be produced under the direction of Mr. Shiba's staff. A script was read and after discussion there was general agreement as to content. A member of Shiba's staff will contact the NACAS staff to coordinate the logistics for

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the shooting at the conference.

**M/S/P Sirinek/Pittman “to adjourn.”**

The meeting was adjourned at 10:30 a.m., August 3, 2011.

Respectfully submitted,

Jeff Perdue

Dr. Bob Hassmiller, CAE