

**NACAS Education Foundation
Board of Directors Meeting
Atlanta, GA
August 1, 2012**

In attendance: Marti Gray, Bill Shiba, Ken Ramey, Dave Kratzer, Patty Eldred, Frank Mumford, Jeff Pittman, Charlie Figari, Jim Jenkins, Matt Sirinek, Ron Martel (NACAS Board liaison)

Absent: Teri Bump, Mary Perry, Mike Ellis, Monica Stoch

Guests: Keith Chapman, Ron Campbell

Staff: Bob Hassmiller, Jeff Perdue, Abby Tammen

President Gray called the meeting to order at 12:17 p.m. and welcomed everyone.

Review of Minutes

M/S/P Mumford/Pittman “to accept the May 16, 2012 meeting minutes as written.”

Financials

Mr. Ramey presented the financials to the board. Member donations are down considerably as compared to June, 2011. The investments are doing well. The regions have not been approached by the Education Foundation to donate in 2012. Central, East and South are voting at their next board meeting to determine if they will once again donate \$5,000 for Certification. The West will support the Certification program through a regional opportunity, providing reimbursement for some expenses to a successful CASP candidate. Concern was expressed if we don't reach our fundraising goals, which includes support from the regions, the cost of the registration fee will have to be increased. President Gray requested that Mr. Ramey and Mr. Perdue provide firmer numbers if the board relays this message about the financial impact to the region. It was suggested that the Education Foundation board reach out to the West region to discuss the new scholarship opportunity.

Mr. Perdue noted that the Certification Program support was budgeted for 2012 at \$90,000 during the February meeting. However, based on the number of anticipated applications, that projection has been decreased to \$76,500. Dr. Hassmiller stated that the NACAS president, the Education Foundation president and the Certification Commission Chair agree that \$60,000 is the new projected contribution from the Foundation for Certification for 2013. The 2012 and 2013 budgets will be adjusted if the fall exam registration numbers do not meet the new projection.

M/S/P Mumford/Sirinek “to accept the 2011 audited financial statement.”

Staffing Update

A motion was passed during the May conference call to add a part-time position from August-October to assist with Education Foundation conference events, not to exceed \$4,200. The National Office will place an ad to find someone to fill the temporary position.

Board Terms

Mr. Shiba's term will end in October. President Gray suggested that the Vice President recruit someone who is interested in serving as the Foundation's Vice President. She also suggested that this person become the Certification Commission representative (instead of the President). Mr. Jenkins, Ms. Perry, Mr. Kratzer, Mr. Ramey and Mr. Sirinek have agreed to serve another three-year term. Ms. Bump's term will end in 2013. President Gray will confirm with Mr. Ellis if he wishes to continue service on the board.

The possibility of an Education Foundation board member serving on the NACAS board was further discussed from the last call. It was suggested that the Foundation President fill this one-year term position, if it is offered.

By-Laws

The board reviewed proposed changes to the NACAS Education Foundation By-Laws to include all officers shall be current or retired institutional members of NACAS, the President shall serve as the liaison representative to the NACAS Board and the Vice President shall serve as the liaison representative to the NACAS Certification Commission.

M/S/P Shiba/Sirinek "to accept the proposed changes to the NACAS Education Foundation By-Laws as presented."

~ Break and Hotel Tour ~

Annual Conference Update

Golf Tournament

The board discussed the Stone Mountain Golf Club contract. The tournament will be held Saturday, October 27th with tee-off at noon. Mr. Jenkins confirmed sponsorships from Sodexo, Coca-Cola and WOW Cafe & Wingery. The National Office will submit invoices after September 1st. Mr. Ramey and Mr. Kratzer will contact the sponsors of last year's tournament and asked the board for assistance in recruiting additional sponsors. Sodexo will be sponsoring lunch and non-alcoholic drinks for the beverage cart. Mr. Sirinek suggested that the board coordinate the sponsorship request to include Texas Hold 'Em and the Silent Auction and Raffle in the future.

Texas Hold 'Em Tournament

The board decided not to hold a Texas Hold 'Em Tournament this year due to location and timing issues.

M/S/P Shiba/Sirinek "to not hold a Texas Hold 'Em Tournament at the 2012 Annual Conference."

Flip-A-Coin Fundraiser

The Flip-a-Coin fundraiser will be held at the conference during the Celebration Luncheon. Beads will sell for \$20 each. Discussion was held as to how to convert episodic donors into someone who becomes an on-going donor and how to develop more donor opportunities.

Silent Auction and Raffle

The board was asked to review the list of business partners who are exhibiting in Atlanta and confirm which ones they will contact the week of August 6th to ask for a donation for the silent auction/raffle. The committee would like to confirm donations by September 1st. Raffle sales will also be held on Saturday and Sunday in the registration area or near the NACAS lounge at the Hyatt Regency Atlanta. Sales will be tracked by day. Winner announcements will be made in both levels of the exhibit hall.

Business Partner Reception

Ms. Perry had indicated to President Gray that Follett Higher Education Group has agreed to host this event again this year at the Annual Conference. President Gray suggested that it be held on Monday, October 29th from 4:30-5:30 p.m. She will review the list of local business partners to invite and discuss with Ms. Perry and Ms. Bump. The National Office will send the invite once the invitation list is confirmed.

Fundraising Updates

President Gray and Mr. Mumford are working to contact a select group of business partners to ask for corporate donations. Mr. Kratzer will reach out to another to pave the way for a formal call from President Gray to discuss specific ways to engage with NACAS. Dr. Pittman is reaching out to a company to request a significant donation to the Tomorrow Fund, as these unrestricted funds can be applied to any current needs.

Awards

The Technology Award and the Innovative Achievement Award are now being sponsored by the Education Foundation. Based on original agreements, remaining funds that were donated for these two awards by American Campus Communities and Shop24 should be used toward future winner benefits. If the Foundation wants to redirect those funds, they must consult with these companies first.

Two people have applied from the same campus for the David H. Lord Award for Excellence in Community Services. Dr. Hassmiller was tasked to contact David Lord to see if he would be willing to provide additional funding for the second complimentary registration. The board suggested that if he chose not to fund two registrations, that the two winners split the one complimentary registration.

The board discussed the need for setting a spending rate on current endowments. This will be further discussed at the October meeting.

Scholarships

Many qualified applicants applied for the Mereese Ladson Diversity Scholarship this year. Dr. Hassmiller recently contributed \$3,000 to fund 10 scholarships for individuals whose schools will not fund the CASP exam registration fee. The first ten applicants who meet the criteria for the Hassmiller CASP Scholarship will each receive \$300.

Marketing/Media Update

The NACAS 2012 publication deadlines were discussed and Ms. Stoch provided the board with the marketing calendar prior to the meeting via email. Mr. Ramey and Mr. Kratzer will send golf tournament information to Ms. Stoch so she can promote this event.

Certification Commission Update

David Looney was confirmed as a new member of the Certification Commission. Dr. Pittman will be the new Chair of this committee and Kim Berry will hold the position of Vice Chair. A sub-committee is in the process of developing a strategic plan and will submit a draft document for review in the fall. The third exam will be administered in October at the Annual Conference and remotely during the two week testing window. The Subject Matter Experts have worked diligently to ensure the development of the tests. President Gray and Mr. Mumford have worked diligently to develop the Policies and Procedures, which are continuing to be refined. The Certification Commission is immensely appreciative of the support of the Education Foundation. Caleb Welty from the National Office has done a great job marketing CASP, new Director, Kim Wilbur is learning the process and CASP Registrar, Pam Grove has been a constant support of the program during staff transition.

Upcoming Meetings

The next conference call will be on September 19th and the board will meet during the Annual Conference in Atlanta on Sunday, October 28th from 4:00–5:00 p.m.

(Dr. Hassmiller was asked to leave the room while the board went into executive session.)

The Board came out of executive session at 4:55 p.m. and President Gray reported that the Education Foundation decided to provide a formal recognition for Dr. Hassmiller at the Annual Conference in Atlanta.

There being no further business, the meeting adjourned at 5:00 p.m.

Respectfully submitted,

Dr. Bob Hassmiller, CAE
CEO

Abby Tammen
Associate Executive Director