

**NACAS Education Foundation
Board of Directors Meeting
Charlottesville, VA
February 3-4, 2010**

In Attendance: Marti Gray, Frank Mumford, Bill Shiba, Charlie Figari, Teri Bump, Dr. Jeff Pittman, Ken Ramey, Dave Kratzer, Maria A.Y. Garcia

Joining Late: Mary Perry, Dan Allen (absent first day only)

Absent: Tom Post

Staff: Dr. Bob Hassmiller, Jeff Perdue, Marcia Oakley

President Gray called the meeting to order at 2:01 p.m. and welcomed everyone. She expressed a special welcome to the new board members, Dave Kratzer, Maria A.Y. Garcia and Mary Perry.

Review of Minutes

M/S/P Pittman/Mumford “to accept the November 8, 2009 board meeting minutes as presented.”

Past President Frank Mumford gave a brief history of the Education Foundation to the new board members. He noted that the major fundraising focus of the Foundation is the Certification program and asked that the board take information about this back to their regions. We need for members to see the Foundation as a charitable organization.

Marketing/Media

The publication deadlines for *College Services* and *NACAS Quarterly* were discussed and the following was decided:

College Services

The summer issue would feature President Gray on the cover, as well as an article on her (deadline is April 1.) President Gray will draft the article and will seek help from her former institution, if needed.

The fall issue would include an article on the 2010 Campaign on monthly automatic deductions (deadline is July 1.)

The winter issue would include an article on year-end giving (deadline is October 1.)

NACAS Quarterly

The April 13 distribution will include information on the 2009 Ladson Fund winner and the March 1 deadline for this year’s scholarship. The 2010 Campaign will also be included in the article.

Mr. Shiba suggested that a position be created to follow up with those who will submit articles. This would include web updates and being able to write an article if someone is not able to make the publication deadline. Dr. Pittman suggested the position title be Communication Coordinator. Mr. Shiba and Ms. Garcia will draft a description to present to the board during the March 10 conference call. This would be a one-year non-voting board position. A volunteer request will then be issued.

Foundation Board Member Job Description/Resource Guide

The board member job description was finalized by adding that members must serve on at least one subcommittee. No board action is necessary to approve this.

The Board Resource Guide is in the planning stages and this will be helpful for new board members. Mr. Shiba suggested that this guide be posted online to allow members to read about the Foundation. President Gray will draft a write up for the website and consult with Ms. Tammen in the National Office on this.

Changes will be made to the Conflict of Interest Statement for Board Members and the board will each be asked to sign a copy along with the Statement of Confidentiality.

Financials

Mr. Perdue reviewed the unaudited year-to-date financials with the board and noted that net assets have grown a great deal. Dr. Hassmiller reminded the board to submit any expense requests that they have from the annual conference as soon as possible.

Donations

President Gray thanked the Robert Wood Johnson Foundation for their matching funds donation in behalf of Drs. Robert and Susan Hassmiller. There are approximately 30 NACAS members who give to the Foundation on a regular or a once a year basis. Discussion was held about tracking and reporting the value of silent auction/raffle donations, as well as all other donations made such as funds from the Flip-a-Coin fundraiser.

The South region has responded to the request for donations for the Certification program and has committed to donating \$5,000 a year for two years. These funds will be temporarily restricted.

Continuing Tasks

Charter Members

The committee contacted the Charter Members to solicit donations. Most were positive and stated that they would try to donate. They will follow up with friendly reminder phone calls after the 1st quarter.

Professional Development Attendee Solicitations

The National Office will send out letters to those who have participated in a NACAS webcast within 1-2 weeks following the event letting them know that the funding for these professional development programs has been provided by the Foundation and asking them to

consider contributing financially. Dr. Hassmiller reported that the Advanced Institute for Managers was very successful and letters will be going out to the attendees. He also noted that round table discussions will be available online.

2010 Campaign

The committee is asking members why they give to NACAS and will be highlighting them on the website. The focus is to get members to donate on an automatic monthly basis.

Foundation Marketing Plan

Mr. Perdue stated that the NACAS Marketing Plan gets updated annually. It was discussed that a more focused fundraising plan is needed. President Gray also stated that it is important that every board member is a donor. The board discussed hiring someone to do basic research on business partners on who in the company makes these financial decisions and to determine what they want to donate to. This person would do data entry in the Foundation donor software, which would assist in rating the companies. It was decided to ask Carla Mullen, who has done research for the National Office in the past.

M/S/P Figari/Pittman “to allocate \$1,000 to hire a part-time person to make phone calls and get business partner information.” Ms. Bump will write the script and agreed to work with Ms. Mullen as the point of contact.

Foundation Website Update

Mr. Mumford and Mr. Shiba met with the National Office and Tim Stewart who is contracted to work on the NACAS website, to discuss connectivity issues. The Foundation needs to control their website content and change the look on a regular basis to keep current with younger members. The National Office is looking at alternatives to provide more IT expertise.

Donor Giving Levels

The proposed Giving Levels were presented to the board. Levels include Individual Annual Giving, Individual Lifetime Giving, Monthly Contributions, Corporate Foundation Giving, Corporate Lifetime Giving and Annual Conference Sponsorships. Recognition will be given at the corporate levels. Dr. Hassmiller suggested that the higher donor levels be given a pin or some type of recognition in their exhibit booths.

M/S/P Ramey/Shiba “to approve the NACAS Education Foundation Giving Levels.”

Award Sponsors

2010 is the third and final year for the commitment from American Campus Communities for their sponsorship of the Innovative Achievement in Auxiliary Services Award. Shop24 sponsored the NACAS Technology Award last year, which was a one-year commitment. A sub-group is needed to search for sponsors for these awards. Discussion was held as to why we do not have a sponsor for the Newton Award, NACAS’ highest honor. A discussion regarding committees will address this issue later in the agenda.

State of the Association

Dr. Hassmiller reviewed the NACAS State of the Association power point that will be presented at the Leadership Team Meeting. Ms. Bump suggested adding the Education Foundation president photo on the cover page.

The meeting adjourned at 5:28 p.m. to be continued the next day.

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The meeting reconvened on February 4<sup>th</sup> with board member Dan Allen also present.

President Gray called the meeting to order at 8:13 a.m.

### **Board Subcommittees**

President Gray asked the board members to take responsibility and leadership positions for at least one Committee or Foundation event.

### Marketing/Media

As discussed yesterday, Mr. Shiba is writing the job description for the communication position.

### Annual Conference Fundraising

Dan Allen agreed to chair the Silent Auction/Raffle committee for the 2010 annual conference in Colorado. Ms. Bump will provide some insight.

The gala event at the annual conference is a casino night. The Foundation plans to do a Texas Hold 'Em during this event. Hopefully more members will be able to participate since it will not be held on Saturday night. Sponsors are needed. Jerry Turner will work on sponsorships for this. Mr. Figari and Mr. Ramey agreed to contact Mr. Turner and assist with this fundraiser.

Mr. Mumford and Mr. Shiba will identify those who have donated to the Flip-a-Coin fundraiser and seek someone to contribute the prize for this at the annual conference.

### Educational Track

Dr. Pittman agreed to work with Mr. Mumford on asking business partners to present at the annual conference and to provide education session tracks about their experience.

### Annual Campaign-Individual

The donor giving levels will be a part of this, as well as the 2010 Campaign. The National Office does two giving asks per year. The board needs to look at when the capability is there and work with President Gray and Mr. Mumford on when are the best dates for drops.

### Corporate Fundraising

Ms. Bump will be working with Ms. Mullen on the data gathering and profiling of corporations and will match the ask with the asker. All board members will be involved at this point.

### Awards

The board will work with the NACAS Awards Committee on naming the awards given at the annual conference. Dr. Hassmiller suggested a board member serve as a liaison to the Awards Committee. President Gray and Ms. Perry (who will provide a business partner prospective) will serve on this task.

### Technology Plan

Ms. Garcia will chair this sub-committee with President Gray and Mr. Shiba on maintaining content on the Foundation section of the NACAS website.

### **Upcoming Conference Calls and Meetings**

President Gray reminded the board to put the conference call and meeting dates on their calendars. All calls are 2:00 p.m. Eastern time. The National Office will email the dialing instructions for GoToMeeting.

The summer board meeting will be held at the West Regional Conference in Sonoma, CA on April 24. Mr. Mumford stated that past Foundation board members need to be kept engaged and invited to all Foundation events where they will be recognized. He also suggested that they be listed on the website. President Gray and Mr. Mumford will work on a title for past board members. Dr. Hassmiller noted that 1-2 times a year, updates are sent to past NACAS board members and these updates could include past Foundation board members as well.

Dr. Hassmiller noted that Strategic Planning would be discussed at the Leadership Team Meeting later in the day. President Gray, Mr. Allen and Mr. Mumford will look at NACAS' strategic plan, how it is related to the Foundation, and will provide feedback during the March conference call. This will be discussed at the summer meeting in April.

The meeting adjourned at 9:15 a.m.

Respectfully submitted,

Dr. Bob Hassmiller, CAE

Marcia Oakley  
Executive Administrative & Accounting Assistant