

**NACAS Education Foundation
Board of Directors Meeting
Dallas, Texas
February 21-22, 2012**

February 21, 2012

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

Absent: Teri Bump (day 1), Mike Ellis

Guest: Keith Chapman

Staff: Bob Hassmiller, Jeff Perdue, Abby Tammen, Marcia Oakley

President Gray called the meeting to order at 2:07 p.m. on February 21 and welcomed everyone.

Review of Minutes

M/S/P Mumford/Shiba “to accept the January 18, 2012 meeting minutes as written.”

Financials

Mr. Ramey reviewed the Schedule of Revenue and Expenses for the period ended December 31, 2011 with the board and noted that member donations are up but one major benefactor may be in the last year of giving. The silent auction at the Annual Conference created great revenue. He thanked Mr. Sirinek, Dr. Ellis and Ms. Oakley for their work on this fundraiser. Board travel was over budget for the year as anticipated and the total annual expenses were \$15,844 over budget corresponding to revenue increasing. The Fidelity investment was down for the year; however \$3,571 dividend income was generated from the fund.

Dr. Hassmiller suggested that the Foundation may need to hire some part-time help from August-October to assist Ms. Oakley with the work involved with the silent auction and Texas Hold ‘Em and golf tournaments. The cost would be approximately \$4,200. President Gray will add this to a future conference call agenda to discuss further.

Discussion was held regarding sponsorship of the Technology Award and Innovative Achievement Award.

M/S/P Kratzer/Shiba “to accept the financial reports.”

Annual Conference/Fundraisers Update

Golf Tournament

It was agreed the Ed Foundation will host a golf tournament before this year’s Annual Conference. Mr. Kratzer, Mr. Ramey and Mr. Jenkins will coordinate the event. Mr. Kratzer noted that the Host Committee recommended Stone Mountain Golf Club, but the group would

need transportation. Mr. Jenkins stated that Sodexo would again provide boxed lunches and they would look at selling sponsorship spots on the cart electronic readers.

Texas Hold 'Em Tournament

Ms. Tammen suggested using a different time in the schedule for the poker tournament than prior to the gala. Discussion was held regarding possibly holding this event on Sunday evening following the Awards Reception. Mr. Figari and Mr. Shiba volunteered to coordinate the event and Ms. Perry stated that Follett could host a business partner reception prior to the tournament. Mr. Figari noted that Georgia gambling laws would need to be reviewed. Discussion was held regarding dual sponsorships for the two tournaments and reviewing the NACAS sponsorship benefits. Dr. Hassmiller suggested that a group representing NACAS and the Foundation board review and reconcile how these sponsorships will work in the future. Ms. Tammen, Heather Brown and Jim Jenkins were volunteered for the task. Mr. Perdue noted that we need to do better at tracking in-kind sponsorships. President Gray stated that this will be discussed further on the May conference call.

Silent Auction/Raffle

There will be two levels for the exhibit hall at the 2012 annual conference in Atlanta. The Silent Auction will be held in the Grand Hall area. A table could be set up outside of the Centennial Ballroom to promote and sell raffle tickets. Mr. Sirinek noted the need to promote the sale of raffle tickets at the registration desk as well, especially for credit card transactions. Mr. Sirinek and Mr. Ellis will again coordinate this event and put together a timeline for the silent auction. Discussion was held regarding the idea of a passport or Four Square application to use in the hall next year. The NACAS Social Media Task Force is discussing how to use smart phones at the conference.

Flip-a-Coin

Discussion was held regarding moving this event to a different location/time instead of at the Celebration Luncheon. This will be reviewed during a future meeting. Mr. Chapman suggested selling raffle tickets, Flip-a-Coin beads and tournament spots at a table near the registration desk.

Foundation Education Track

In the absence of Ms. Bump, this will be addressed at a future meeting.

Business Partner Reception

The reception will likely be held on Sunday evening and invitations will be sent in September.

Awards

The NACAS Awards Committee is proposing a name change of the Golden Award to the Edward R. Golden Award for Inclusive Excellence. This recommendation will be presented to the NACAS board on Friday. This committee is also proposing a David Lord Award for Exemplary Community Service to honor a person who has demonstrated an impact on a nonprofit organization or the community. The promotion for the award would open in April and be awarded at the 2012 Annual Conference. The winner would be provided \$500 towards travel reimbursement to the conference and the Association would provide a complimentary

registration. Ms. Tammen noted that the criteria document will be reviewed by David Lord and then presented to the NACAS and Education Foundation Board of Directors.

Fundraising Plan for 2012

President Gray will email current business partner Certification donors at least three times during the year and follow up with telephone calls. The goal is to identify and contact six new business partners and ask for a \$30,000 donation, which could be spread out over time. The board agreed to look at soliciting bank members.

President Gray will draft a message to be sent to Foundation donors whose online donations have stopped for some reason (i.e., expired credit card, etc.) She will also speak to the regions at the Leadership Team meeting as to why they do or do not donate to the Foundation. The board would like for the NACAS Education Foundation to be one of the top five charities that our members donate to. We need to emphasize where the donation dollars go and to show them that they benefit from these donations. The Foundation supports NACAS to help keep costs down. All four regions previously committed to donate \$5,000 to the Foundation for the Certification Program for three consecutive years and have fulfilled their commitment; we need to determine what level we will request this year. Also, NACAS Central has taken the challenge to get 100% of their board members to donate to the Foundation this year as the East region did in 2011. It was suggested that it be mentioned at the Annual Conference if an award winner is a Foundation donor.

The meeting adjourned at 5:38 p.m. on February 21st.



February 22, 2012

8:00 a.m. – Ms. Bump in attendance; Ms. Tammen absent

The Education Foundation Board of Directors met with the NACAS CEO search group, Spelman & Johnson Group. The chair of the CEO Search Committee, Kim Berry welcomed them and gave a brief overview of the process to date. Spelman & Johnson are crafting the position announcement for April and will conduct final interviews in July. Following the group discussion, President Gray thanked the search committee for allowing the Foundation board to contribute.

President Gray reconvened the board meeting at 9:54 a.m.

Education Foundation Video

The Education Foundation video will be updated by March 15th. Mr. Shiba requested that additions/corrections/suggestions be sent to him as soon as possible. The video will then be put on the NACAS website and sent out in a broadcast email to the membership. The video will also be shown at the regional conferences, as well as the national conference.

Marketing/Media Update

Ms. Stoch reported that she has redesigned and updated the Foundation website and will work with Caleb Welty, the new Director of Marketing and Technology, at the national office to add the video, photos, etc. to make the site livelier. The publication deadlines were reviewed. The giving levels and list of donors will be in the summer issue of *College Services*. Ms. Stoch will draft a list of e-blast topics and ask for feedback. The national office will check with Naylor to see if we can see how many times Foundation articles are read online.

Discussions were held regarding raising money on someone's behalf similar to the Pillars of the Profession that NASPA does. This could be done on a regional basis and the regions could each sponsor a person. It was also suggested that the regional presidents be highlighted in a Foundation spotlight in the magazine.

Certification Budget

President Gray noted that the 2012 budget that was passed expected \$80,000 to be raised by the Foundation and is supporting the program 100%. The worst case scenario is to raise \$90,000. The group discussed the possibility of the future success of this program and it was noted that it needs to be marketed. Dr. Hassmiller stated that we are scaling back on the estimates of the number of people expected to take the Certification exam, but believes that this program will be successful. Mr. Mumford will work on a chart to list the goals for the money needed to be raised this year and get with Ms. Stoch to add to the website and send in a broadcast email. Mr. Ramey noted the need to watch the program closely to insure both NACAS and the NACAS Education Foundation are responsibly contributing development funds for the program.

The upcoming conference call and meeting dates were reviewed. The board also discussed if there should be a presence on the NACAS Board of Directors from the Education Foundation. Dr. Martel will address this with the NACAS Board.

There being no further business, the meeting adjourned at 11:23 a.m. on February 22nd.

Respectfully submitted,

Dr. Bob Hassmiller, CAE
CEO

Marcia Oakley
Executive Administrative & Accounting Assistant