

NACAS Education Foundation
Board of Director's Meeting Minutes
Dallas, TX
February 19-20, 2013

In attendance:

Frank Mumford, Matt Sirinek, Teri Bump, Dave Kratzer, Patty Eldred, Mike Ellis, Charlie Figari, Marti Gray, Jim Jenkins, Jeff Pitman, Monica Stoch, Jean Kwaterski

Absent:

Ken Ramey, Mary Perry

Guest: Ron Martel

Staff:

Ron Campbell, Jeff Perdue, Marcia Oakley

Tuesday, February 19th - call to order 1:10 pm; adjourned 4:30 pm

Wednesday, February 20th – call to order 9:03 am

January 16, 2013 teleconference minutes

- Approved by acclamation

Financials

- Mr. Perdue reviewed the financials and reported that the budget was met for 2012.
- There are surplus funds from American Campus Communities and Shop24 in temporarily restricted.
- **M/S/P Figari/Pittman “to take \$6,300 out of unrestricted funds and put into the 2012 Certification fund.”**
- It was suggested that the Education Foundation Treasurer be added to the NACAS Finance Committee.

Endowment Spending

- As of December 31, 2012 the Future Fund is now over \$50,000.
- Future discussions to review spending policy as it relates to this fund.

2012 Giving

- Lifetime donors increased from 2011.
- Over \$96,000 was received from corporate donors in 2012.
- The Education Foundation wants recognition at the Institute for Managers for paying attendees' first time annual conference registration fee. A graduate inquired if the funds could be used for a regional conference registration. The board agreed to keep the policy as is, since the funds are intended for them to engage at the national level.

Hassmiller Fund

- **M/S/P Kratzer/Sirinek to approve the Hassmiller Agreement as written.**

Donor Giving

- The Education Foundation President will report the donors on an annual basis. It was suggested that the regions of the donors be listed.

Board Size & Composition

- Recommendations are to be sent to President Mumford before the summer board meeting to fill upcoming vacant positions.
- Need to be inclusive and include community college representation.

2013 “Subcommittee” Assignments

Golf Tournament – Jenkins, Kratzer, Ramey

Texas Hold ‘Em – Figari, Mumford – plans are being made to hold this event at the Anaheim Annual Conference (the day to be determined - Sat, Sun or Tues)

Flip-a-Coin – Kwaterski, Mumford

Silent Auction/Raffle – Ellis, Sirinek

Business Partner Reception – Bump, Perry

- There is an opportunity to do one large business partner event at the Annual Conference to recognize all business partners.

Communications – Eldred, Gray, Pittman, Stoch

Regions – Central –Kwaterski, Mumford

East – Eldred, Pittman

South – Figari, Kratzer, Ramey, Stoch

West – Ellis, Gray, Mumford

Fundraising Updates

Corporate initiatives group – Mumford, Bump, Jenkins, Perry, Campbell

- Data history on giving needs to be used to solicit former donors.

Regional group –Pittman, Sirinek and Ron Martel

Individuals group – Eldred and Kwaterski

These groups will confer and report back to the board at the April meeting.

Campaigns

Awards

- Decided to not find a business partner to fund the Newton Award and to leave this as the Foundation’s award.

Certification

- The regions will be asked again this year to help fund Certification and support this program.

Region

- Ideas – other regions have a named fund to promote like the East has with the Ladson Fund and hold a “get out of jail” fundraiser at the Regional Conferences.

Member

- Ideas - show the Education Foundation video during lunch at the Annual Conference, doing a mail campaign and honoring Wright Lassiter.

Marketing/Media Update

Website

- The policies and procedures need added to the website.

College Services

- Donors for 2012 will be listed in the next issue of the magazine.
- A Certification article will be added to the summer issue regarding how the Foundation supports this program.

Monthly e-blast

- Ms. Stoch to submit a write-up to the National Office for February.
- Ms. Gray to submit an article on giving.
- Discussion was held regarding adding the history of Ladson scholarship on our website to promote diversity.
- CASP recipients should be receiving emails from the Ed Foundation on the benefits they received; the National Office will email CASP recipients to ask how the certification has benefited them and ask them to write testimonials.

NACAS Quarterly

Ms. Stoch to contact the Communication Services Committee for content ideas.

National Office Update

- Mr. Campbell has been attending and presenting at other Association meetings; engaging with others to lay the ground work for donations.
- Securing four corporate sponsors for Business Innovation webinars – includes interviews for *College Services* magazine; wants to connect business partners with our campuses.
- Presenting an end-of-year report at the LTM in lieu of a State of the Association (which will only be presented once a year at the Annual Conference)

National Initiatives

- Goal is to increase the number of individual member donations.
- Idea - add a donation box to the membership application.
- Need to look at providing individual memberships.

Foundation Administration

- Need to look at how the National Office provides administrative support to the Foundation
- Time for an annual campaign?
- Volunteers needed to present an idea for corporate engagement.
- Idea - hold a business partner showcase.

NACAS and Education Foundation Sponsorships

- Need business partners to engage with NACAS and give them the platform to have opportunities with our campuses.
- Celebrating the successes of our business partners on our website.
- “In the Know” section on the NACAS website – send suggestions to Mr. Campbell.

The meeting adjourned at 9:44 am on Wednesday, February 20th.

Respectfully submitted,

Ron Campbell
CEO

Marcia Oakley
Executive Administrative Assistant