

NACAS Education Foundation
Board of Director's Meeting Minutes
February 18-19, 2014

In attendance: Frank Mumford, Matt Sirinek, Nancy Becerra, Mike Ellis, Charlie Figari, Laura Stevens, Kathryn Le Gros, Mary Perry

Absent: Ken Ramey, Maria Hoagland, Jim Jenkins, Dave Kratzer, Patty Eldred

Guest: Jean Kwaterski

Staff: Ron Campbell, Emily Welty, Marcia Oakley, Trace Gaskins

Tuesday, February 18th – Call to order 1:07 pm; adjourned 4:49 pm

Wednesday, February 19th – call to order 8:36 am; adjourned 10:06 am

October 27, 2013 Minutes

- Approved by acclamation.

NACAS National Office Update

- Mr. Campbell reported that the NACAS National Office is now fully staffed with the hiring of Chief Operating Officer, Eleanor Mower and Director of Education and Certification, Anne Wachtmeister. Mr. Campbell also noted that the NACAS National Office recently hired a Director of Corporate Relations, Dave Arvizu, a Web and Technology Coordinator, Julie Jones, a Membership and Education Foundation Coordinator, Emily Welty, an Accountant, Sneha Pokharel, an Administrative Assistant, Keli Hughes, and an Exhibits Coordinator, Jackie Richards.
- The new Director of Corporate Relations will be the staff liaison for the Business Partner Committee, which has invited regional business partner representatives to be involved on an informal basis.
- The Exhibits Coordinator will be working with NACAS and CCBO exhibits.
- Mr. Campbell shared the NACAS National Office staffing chart and offered to make job descriptions available upon request.
- The Board noted that they would like Dave Arvizu, the Director of Corporate Relations, to attend the next Education Foundation Board meeting for an introduction.

Financial Report

- Mr. Gaskins gave the board a review of the unaudited 2013 financials. He noted that the significant decrease in cash, from 2012 to 2013, was because of the \$100,000 that was placed in the Fidelity investment account. Investments saw a significant increase, over \$54,000 gain in investment – the largest investment increase in Foundation history.
- Net assets increased over \$85,000, even though revenue was down compared to last year. Mr. Gaskins noted that member and corporate donations were down in 2013 compared to 2012. The Hassmiller endowment was down in 2013 as well. There was an unrealized gain on investment of \$49,000 which increased the Education Foundation's bottom line.
- Mr. Gaskins noted that the Annual Conference's Silent Auction and Raffle fundraiser, in Anaheim CA, did better in 2013 than 2012.
- 2013 expenses were less than 2012 expenses; however there was a significant increase in administration expenses.

- Two Mereese Ladson Diversity scholarships were awarded in 2013. We have an endowment that produces enough annually to support this (same as The Spelman and Johnson Group awards). President Mumford will work with Mr. Gaskins on how we report this.
- \$60,000 was budgeted for the Certification program.
- President Mumford noted that Marti Gray had spoken about the bottom line presentation at the last board meeting. The Ladson and Spelman & Johnson Group funds are an expense of endowment, not of income. They need to be shown as prepaid instead of as an expense. There should be a focus on changing these for 2014.
- President Mumford also noted that the Education Foundation had a great year with a 20% return on the investment and has enough money to help NACAS with a new program.
- Mr. Campbell withdrew his request for \$25,000 to be used toward a business partner study with Rockbridge Sports Group.
- Mr. Campbell noted that NACAS is behind the Certification program 100%. He further noted that it is a conceptually strong program that does not have financial stability. A total of five years is needed to get this program to break even. Three of the four regions have donated \$5,000 each year to the Certification program (Central, East and South). The West region gives out their own scholarships and has given this to 2-3 members to take the exam. Work is still needed to develop new tests, a new practice analysis, consulting, etc. to continue to grow the program. The exam is now administered electronically. Barnes and Noble has committed to giving \$25,000 per year for five years.
- Ms. Kwaterski noted that after sitting in on regional board meetings she noticed that the regions would like a one-time ask from the Education Foundation. Since budgets get approved at the regional conferences, the Education Foundation should ask for money before regional conferences.
- The group noted that they would like to see testimonials for CASP and that the Certification Commission should take a closer look at where the program is going and run a cost and effect analysis. Barnes and Noble needs to get some press about how the program is going.
- The member donation budget was \$25,000 and \$19,000 was received in 2013. With the Past Presidents Challenge, the board is confident that the Foundation will reach \$25,000 this year.
- It was noted that corporate donations currently have \$25,000 in donations pledged this year. There used to be \$45,000 every year, but American Campus Community's pledge ended in 2013. The Foundation currently does not have anything planned to make up the \$20,000.
- The Foundation is focused on convincing all of the regions to pledge a yearly donation to the Foundation.
- There is a target to raise \$35,000 at the 2014 Annual Conference. There will not be a golf tournament in Montreal, but the Foundation is looking to hold a Texas Hold'em tournament.
- The board noted that they need to have a policy that will make the endowment process less complicated. The Foundation has drafted a policy that puts a \$10,000 minimum on the establishment of an endowment. This number was chosen because the Foundation growth is young and it is hard to come up with large amount of funding without help from NACAS or the Foundation. There needs to be better documentation on every endowment.

M/S/P Perry/Sirinek “to adopt the NACAS Education Foundation Establishing an Endowment policy.”

Review of 2013 Giving

- President Mumford noted that 81% of the Education Foundation and NACAS board members donated in 2013. The 2013 donors will be listed in next issue of *College Services* magazine. The group noted that regional certification should be changed to regional initiative to take the focus away from CASP.
- Patty Eldred, the winner of the Newton Award, designated her funds to go toward the Hassmiller endowment fund.
- The group noted that there needs to be a discussion about stewardship and main donors should know how their donations are being used.
- The group noted that having signage at the Annual Conference in Montreal to recognize Foundation donors, preferred seating at events, and thank you letters would be a nice way to give thanks for donations.
- The 50th anniversary is coming up. An initiative should be in place to reach a certain amount of donations by that anniversary. One idea was “\$50 for 50”. There should be a purpose behind asking for contributions; they should be made toward something specific.
- Another idea was to perhaps partner with local restaurants. NACS recently had a “Dining around Dallas” for their conference where you show your badge at participating restaurants and receive a discount on your meal and some of the money would be given to their annual conference.
- It was noted that when someone passes the CASP exam, they should receive a congratulatory letter from the Foundation. The same should be done for attendees of the Institutes (IFM, AIM and SEI.) President Mumford and Ms. Welty will work on a Foundation calendar to schedule sending letters after these events.
- The group agreed that major donors should be recognized. A calendar should also be in place to keep track of when thank you notes should be sent to donors, with a couple lines that contain total giving to the Foundation. Ms. Welty and President Mumford will work on this calendar together. The group noted that an initiative for class gifts from institutes would be a good idea to pursue. Foundation messages need to be scheduled and deliberate. The regions that donate should be recognized at the Annual Conference. It may be a good idea to encourage the regions to donate a percentage of their annual budget.
- There needs to be a concerted effort to have a VIP Reception for donors or a way to show our business partners appreciation.
- The Foundation board needs to focus on selling the Foundation to new business partners. Mr. Arivzu will work on this and Foundation board members will be asked to help sell the Foundation.
- Ms. Perry noted that the Qgiv receipt should be updated to be more personal.

Board Size & Composition

- President Mumford noted that last year three board members finished their terms and three new board members were added.
- The group noted that the board needs a balance of older professionals with connections and younger professionals with energy. Adding to the board needs to be a well thought out process and does not need to only take place while at Annual Conference. If there is a qualified candidate, the board can be added to anytime throughout the year. Mr. Figari noted that he would like Teri Bump back on the board and the group added that there should be a diversity of institutions that comprise the board.

2014 “Subcommittee” Assignments

- President Mumford noted that there will be no golf tournament at the 2014 Annual Conference because of the possible weather conditions and the minimum number of players is 90. The Foundation will look into hosting a Texas Hold'em tournament or a “Bowling for Dollars” tournament. Kathryn Le Gros will look into sites for possible bowling, as well as possible location and licensing for Texas Hold'em and will compare the pros and cons of both.
- President Mumford noted that the flip-a-coin is an easy way to bring in a couple thousand extra dollars. The fundraiser needs to be organized so that everyone is set up and beads are sold before they sit down to eat.
- Mr. Sirinek and Mr. Ellis noted that the Foundation will look into hosting the Silent Auction through an online portal this year. Discussion was held regarding doing a virtual auction and display photos of the auction items instead of shipping them to Canada. Border concerns need to be explored as to what can be shipped across the border and the value. Items can be shipped from the NACAS National Office if received early. An online auction would attract other bidders that are not affiliated with NACAS. Ms. Stevens will help with the 2014 Silent Auction and Raffle.
- Ms. Becerra and Ms. Perry noted that the Business Partner Reception at the Annual Conference was a success and will be a great additional feature to sell to business partners. A ‘speed dating’ event between business partners and delegates will take place at the 2014 Annual Conference. We are exploring ‘Gamification’ at the Annual Conference as well, trying to find ways to get people engaged and networking, as well as increasing fundraising opportunities. This year the Business Partner Reception will be included in the conference program and will be held in the Business Solutions Center. The Follett reception may get revisited. The 2014 Annual Conference Committee is looking at replacing the Sodexo Lounge at the conference because technology needs have changed. A Business Partner Toolkit was discussed and Mr. Arvizu will have information on how to deal with business partners to donate. The Education Foundation board members may be called upon to help sell this. President Mumford will discuss this with the regions at the Leadership Team Meeting for feedback.
- Monica Stoch has resigned from the Education Foundation board which leaves a vacancy on the communications sub-committee. Ms. Eldred has asked for assistance with the writing portion. Ms. Gray has agreed that she will write an article if someone puts

together an outline. Mr. Campbell noted that Ms. Welty will now be the staff member that will assist with these communications for the monthly e-blast and the *College Services Monthly* online newsletter.

The meeting adjourned on 2-18-14 at 4:49 pm.

The meeting reconvened on 2-19-2014 at 8:36 am.

President Mumford showed the Hassmiller and Ladson fund financials. It was noted that unrestricted funds may be used in any capacity within the Foundation's mission. Restricted gifts are specifically allocated within the mission. The corpus fund is the portion of the fund that is not allowed to be touched. A bank account is attached for the unrealized gains. The Foundation attempts to earn enough each year to pay for the amount of the corpus that is used, 4%. The money is set to grow with inflation. The Hassmiller Fund has not had enough in its account for a long enough time to earn enough money to support itself. Permanently restricted funds are endowments and temporary restrictions are the \$20,000 from The Spelman & Johnson Group. The board designated funds are unrestricted and are to be treated as an endowment to be used as the board directs.

Central Region Update

- Mr. Sirinek noted that the Central region does not have any new initiatives. They have talked about helping to market the Foundation and possibly creating a fund, such as the Ladson Fund. He noted that the regions should be given the ability to approach donating to the Foundation much like a business partner would approach becoming a sponsor. President Mumford noted that there is a lot of back and forth between region donating and the Foundation helping to fund Regional projects. Perhaps the Foundation should look into having money come from corporate sponsors, or as a grant.

East Region Update

- President Mumford noted that the East region is committed and excited to work with the Foundation, and on engagement.

West Region Update

- Ms. Becerra noted that the West region will not be hosting a golf tournament and has not yet talked about a fundraiser. However, there is a golf course close by if members want to play.

South Region Update

- Mr. Figari noted that the South region will be hosting a golf tournament, as well as a flip-a-coin at their regional conference.

Fundraising Updates

- Mr. Campbell stated that Mr. Arvizu is looking toward business partners for fundraising opportunities. He is looking at how business partners can be active members nationally, as well as regionally. There needs to be a list of items that we can partner on so that Mr. Arvizu can help administer these benefits. Mr. Campbell and Mr. Arvizu are looking at a package of how to sell corporate sponsorships on how the business partners and the

regions can help each other. They need initiatives from the Foundation and a list of things to “sell” to our corporate partners and engage them. They want to put the Education Foundation’s name on this list.

- Mr. Campbell noted that the NACAS committees need to be more proactive and take responsibility for shaping direction and putting programs into action. The Business Partner Committee will help shape this. This initiative should be driven from the Foundation and regions, not the NACAS National Office. The NACAS National Office will be there to support committees, but this initiative needs to be at the grassroots level.
- The Business Innovation webinars, on trends and ideas, is a good move and business partners are excited to participate in these types of activities. Two were held in 2013 and we would like to host 4-5 webinars a year. It was suggested that a business partner host a webinar at their corporate headquarters.
- The group noted that it would be nice to have institutes hosted by business partners; this is the direction that NACAS is looking to head.
- The group noted that we should be matching up data with business partner opportunities. Mr. Arvizu will look at the West region business partner survey and assist in this venture.
- The Past Presidents Challenge that was started in the East will hopefully increase our individual donors.
- “\$50 for 50” is a fund idea that should be discussed at length and a launch decided on for an all member campaign.
- The group noted that a committee should be set in place to help with setting up an initiative to fund/programs/scholarships to honor late members.

Campaigns

- Mr. Ellis asked what the Foundation did to give back to regions. The group noted that the Mereese Ladson Diversity Scholarship was established as a way for the national level to give back to the regional level and that The Spelman & Johnson Group has given to the regions.
- Mr. Campbell noted that regional conferences are a great way to get young auxiliary service professionals involved. The Regional Rising Star Scholarship is a great way to help get new people involved at the regional level.
- The group noted that the Foundation is funding all of the awards, but that the cost per each needs to be determined. The NACAS National Office has been covering the cost for award plaques and shipping; this needs to be the paid for by the Foundation.
- First time Annual Conference attendees that have attended the Institute for Managers will get a free registration. NACAS will charge the individual the guest rate and the Foundation will pay NACAS the charge for a guest, the Foundation’s expenses are not to exceed \$5,000. This needs to be publicized.

Marketing/Media Update

- Mr. Campbell noted that there will be a preview of the new NACAS website during the Leadership Team Meeting. It is a priority that the *College Services* magazine be relevant and up-to-date. He noted that the magazine now has themed issues. We need Foundation presence in each issue of the magazine.
- Ms. Perry noted that Ms. Gray and she had created a calendar of when publications and articles should come out. They need to update and revitalize some articles that have come out previously.
- Ms. Welty will send reminders to President Mumford about publication deadlines.
- Mr. Ellis noted that the board had previously discussed publishing a Foundation flier; we need to publicize where the money comes from and how those donations are being spent. We should have emphasis on the 50th anniversary and founding year 1969. Perhaps by a campaign to commit to donating \$19.69 per month.
- President Mumford noted that the Foundation has enough for two Ladson scholarships this year. This scholarship needs to be taken over by the Awards Committee.

Review of remaining 2014 meeting schedule

- April 16 conference call needs to be rescheduled because it is the last day of NACAS South's regional conference.
- June 25, conference call 2pm ET
- Summer board meeting, Atlanta July 26-30. This meeting usually takes place at the site of the Annual Conference, but it was decided to go to Atlanta because it was too expensive to go to Montréal. The meeting will be held in Atlanta during the same time as the Senior Executive Institute (SEI) and will allow for communication between attendees and board members. Discussion was held about the Foundation board meeting the afternoon of Thursday, July 24th through the morning of Friday, July 25th. This would allow some interaction with the SEI attendees.
- The group noted that the board meetings need to be planned in a way that they are cost effective. The board decided that this will be revisited in the summer.
- September 17, Conference Call
- October 5, Annual Meeting, Montreal, Quebec, Canada
- November 12, 2014, Conference Call

The meeting adjourned at 10:06 am on 2-19-2014.

Respectfully submitted,

Ron Campbell
CEO

Emily Welty
Education Foundation Coordinator