

**NACAS Education Foundation
Board of Directors Meeting
January 18, 2012**

In attendance: Marti Gray, Ken Ramey, Teri Bump, Dave Kratzer, Mary Perry, Matt Sirinek, Patty Eldred, Bill Shiba, Monica Stoch, Mike Ellis, Frank Mumford

Absent: Jim Jenkins, Jeff Pittman, Charlie Figari, Ron Martel

Guest: Keith Chapman

Staff: Bob Hassmiller, Jeff Perdue, Pam Grove

President Gray called the meeting to order at 2:05 p.m. Eastern and welcomed everyone.

Review of Minutes

M/S/P Perry/Eldred “to accept the October 23, 2011 meeting minutes as written.”

Financials

Mr. Ramey reported that assets are up \$33,000 and revenue exceeded expectations at the Annual Conference.

Jeff Perdue sent details of the budget to the officers before the Christmas Break notifying them that net 2011 expenditures for the Certification Program were more than budgeted. Discussion followed as to who would pay what amount. It was decided that the Education Foundation would pay \$90,000 and NACAS Board would absorb \$6,000. Mr. Perdue can make the year-end adjustments. Mr. Perdue will have numbers as they appear on the audit report at the LTM. Dr. Hassmiller thanked the Ed Foundation for their very generous contribution.

Mr. Perdue said that donations were strong. NACAS South has promised a \$5,000 contribution but Mr. Perdue has not received the check yet. Monica Stoch will follow up and make sure the check is sent and has “For 2011 fiscal year” written on it.

Mr. Mumford asked what the total expenditures were on certification were for NACAS. Mr. Perdue said \$108,000 and he would resend the worksheet.

Mr. Perdue said the NACAS budget is in good shape for 2011 and we have a break even budget planned for 2012 with consideration of transition costs.

Ms. Gray congratulated Ken Ramey, Dave Kratzer, Mike Ellis, Matt Sirinek, Jim Jenkins and Mary Perry on a job well done generating income. She also thanked board members who absorbed the cost of their flights. Ms. Gray also congratulated Ken Ramey, Dave Kratzer and Jim Jenkins on a job well done on the golf tournament.

Mr. Mumford pointed out that the Board had committed to contributing funds raised for the Excellence in Leadership award to David Lord's Community Service & Civic Engagement Fund for 2011. Mr. Perdue said he would make that change.

2011 Annual Conference Review

Golf Tournament

It was agreed that the golf tournament was more profitable this year because the location of the golf course was on site and transportation was not necessary. Also, there was sponsorship of the lunch which helped lower the cost of the event. They are concerned Atlanta may not be as lucky with the location of the golf course. We may need to create a budget that will take transportation and the cost of the lunch into account. More will be discussed at the LTM.

Texas Hold 'Em Tournament

The question was raised if both the golf tournament and Texas Hold 'Em would be held in Atlanta. It was decided to discuss it more at the LTM, once the schedule is received and while people can meet face to face for better discussion.

Flip-a-Coin

Mr. Chapman asked if this could be done at another session other than the Celebration Luncheon since we are so pressed for time. Could it be done at a general session? Could the Ed Foundation have a table set up near the registration desk and sell beads there? This will also be discussed further at the LTM.

Silent Auction

Mike Ellis thanked Matt Sirinek for helping since he was unable to attend. Mr. Sirinek thanked Marcia Oakley, volunteers and their spouses, retirees for making it happen.

Ms. Gray asked if thank you letters go out for the donated items. After the meeting it was determined that Marcia emailed thank you letters to all donors.

Foundation Education Track

There was a consensus that there was a good turnout at these sessions. This item will be put on the agenda for the LTM. Do we want to continue with this program? If so, can it be put on the schedule earlier this year?

Business Partner Reception

The reception was very well received. Ms. Gray thanked Mary Perry for all of her hard work on this event, and Follett for their generous contribution which made it possible. They would like to do it again at the Atlanta Conference.

Donations Update

Ms. Gray said that Ambling will not be able to participate this year due to a prior commitment but that they would like to participate next year. She has not heard anything from Capstone at this time but is continuing to pursue them.

Dr. Hassmiller said that he thought that Ms. Gray's article in the *College Services* magazine and the end of the year emails that were sent out brought in a several thousand dollars.

Mr. Mumford suggested asking Allen & O'Hara for an additional donation this year and Ms. Gray said she would follow up.

NACAS Education Foundation Board Video

The first draft of the video is done. Dr. Hassmiller will send the link to everyone to view. Ms. Gray said they are trying to finish it in the next week or two.

Planning – February Board Meeting Agenda

Some items currently on the agenda are:

1. how to appeal to Business partners for donations
2. 2012 AC components including the Education Foundation education session track
3. NACAS paying back the foundation \$160,000 over two years
4. marketing and media discussions/calendar for the rest of the year
5. how to better fundraise for the Education Foundation
6. how to get more members and regions involved with the Education Foundation
7. create a fundraising plan with specific written goals.

If you want to add anything to the agenda, please email Ms. Gray.

Marketing/Media update

Monica Stoch has made updates to the website since Annual Conference. She will be adding additional photos and fundraiser information to the website and should be done by the beginning of next week. She will bring marketing information from 2011 to the LTM to review and help plan for 2012. Ms. Gray thanked Ms. Stoch for improving the Ed Foundation's marketing and website and for keeping it updated.

Certification Update

Ms. Eldred reported that marketing for the second test administration will begin mid February and go through mid March. A Policies and Procedures draft is being produced to be reviewed at the LTM. The Commission is trying to identify 3 SME's to rotate onto the Certification Commission. They are also looking for a replacement for Sylvia Wilson who is leaving the commission. Dr. Pittman is leading a recertification group and they will have a proposal for review at the LTM. Anne Munson's last day is today, Jan. 18. Abby Tammen, Pam Grove and Bob Hassmiller will help during the transition process in finding a replacement for Anne Munson. COMIRA has hired 2 new people and have been responsive to our needs so far. A 3 year certification planning calendar will be reviewed at the LTM. The commission has a tentative agenda for the LTM. The Certification Commission is also very thankful for the Ed Foundation and NACAS Board support, it has been positive for CASP and NACAS.

Upcoming Meetings

Ms. Gray thanked Keith Chapman for joining in on the Ed Foundation meetings, it has improved connection to NACAS and helped it be a more successful year.

FINAL 2-21-12

February 21 (2-6 pm) – February 22 (ending at 2:00 pm.) in Dallas, Texas

May 16 Conference Call

August 1-3 Summer Board meeting in Atlanta, GA (final dates & times TBD)

September 19 Conference Call

October 28, Annual Meeting, Atlanta, GA (NACAS Annual Conference)

The meeting adjourned at 2:56 p.m. Eastern.

Respectfully submitted,

Dr. Bob Hassmiller, CAE
CEO

Pam Grove
Education Programs Assistant