

**NACAS Education Foundation  
Board of Director's  
Board Meeting Minutes  
July 28-29, 2013  
Anaheim, CA**

In attendance: Frank Mumford, Matt Sirinek, Ken Ramey, Patty Eldred, Marti Gray, Dave Kratzer, Jean Kwaterski, Teri Bump, Mary Perry, Jeff Pitman, Mike Ellis

Absent: Charlie Figari, Jim Jenkins, Monica Stoch

Guest: Ron Martel

Staff: Ron Campbell, Jeff Perdue, Marcia Oakley, Abby Tammen, Caleb Welty  
Sunday

July 28<sup>th</sup> - Call to order 2:04 p.m.

**May 15, 2013 Minutes**

- **M/S/P Kratzer/Pittman “to approve the minutes as presented.”**

**Financials**

- Mr. Ramey reviewed the June 30<sup>th</sup> financial report and stated that the association is in a very good position.
- \$109,385 was transferred into the Fidelity investment.
- \$35,000 in corporate support has been or will be received since the June report.
- Endowment Earnings Calculation – the Ladson Fund is over \$44,000 with \$1,523 available for distribution in 2013. Therefore, the Foundation will award two scholarships this year.
- Hassmiller Scholarships – an e-blast was distributed to the membership recently. Requirements include that members will not be reimbursed by their institution for the cost of the exam and they must pay the membership application fee of \$650 from their own personal funds in order to qualify for a scholarship. This scholarship will not disperse any income until end of 2013. The funds will come out of the Ed Foundation general funds for the scholarships in 2013.
- 91 people have passed the CASP exam to date. A larger pool of applicants is needed to get at least 20 registered to take the test in October. In order to encourage the growth of the CASP program, NACAS has created a fund to award \$200 to new CASP recipients. This limited time offer will only be available to individuals who submit a CASP application between May 1, 2013 and August 2, 2013, and who pass the exam. This is a one-time offer to increase numbers. The goal is to reach the first 100 designees.

**M/S/P Pittman/Kwaterski “to use Education Foundation general funds to award up to three Hassmiller scholarships this year in the amount of \$325 each.”**

- Mr. Perdue reviewed the Certification budget with the board including numbers from 2011 through the proposed 2014. The 2013 budget called for \$60,000 in Foundation support; however the projected amount is \$45,000. If 20 people took advantage of the \$200 incentive, this amount could increase to \$49,000.
- The regional presidents have agreed to ask their boards to contribute \$5,000 each to the Foundation for Certification.
- The Future Fund has \$1,702 available for distribution in 2013. Dr. Pittman noted that this endowed fund was started to be used toward “the next big thing” in NACAS. The NACAS Board of Directors will be asked to put together a request for how these funds should be used to help move the Association forward.
- The David H. Lord Award for Exemplary Community Service has \$417 available for distribution in 2013. The winner of this award would be provided \$500 towards travel reimbursement to attend the Annual Conference and receive the award. The Association would provide complimentary registration to the award winner.

**M/S/P Sirinek/Gray “to use Education Foundation general funds of \$83 to bring the David H. Lord Award for Exemplary Community Service up to \$500 and present the award this year.”**

- The board reviewed the policy for moving funds from cash to investments.

**M/S/P Kratzer/Bump “On an annual basis, staff is directed to invest into the long term investment program any excess cash above the reserve target of 1.5 times budgeted expenses for the current year, once the audit is complete.”**

EXAMPLE – Once the 2013 audit is complete, any cash in excess of 1.5 times the 2014 expenditure budget should be placed into the long term investment program.

- Mr. Ramey asked if the Ed Foundation treasurer should be looking at Fidelity to see if this is where the funds should continue to be invested and if the board agrees with the 70/30 split. Mr. Perdue noted that this is a long-term investment for the Foundation and not to chase the market. Mr. Campbell and Mr. Perdue will be meeting with our investment advisors in the near future for a review and will advise the board.
- The board reviewed the Endowment Spending Policy, as well as new endowments less than three years. Spending rule – when a new endowment is established, you use the number of years established.

**M/S/P Perry/Bump “to add the following language to the Spending Rule of the NACAS Education Foundation Endowment Spending Policy: Spending amounts for new endowments (less than three years) shall be calculated based on the average market value at December 31, for the number of years the fund has been established (year 1 = December 31 market value, year 2 = average of December 31 market value for 2 years).”**

- Mr. Ramey inquired if there should be a threshold as to what establishes an endowment and determine a baseline for the policy. President Mumford and Ms. Gray will write the

policy to include a minimum and how long it would take to get there. The board discussed a minimum of \$15,000 (\$5,000 a year for three years).

- Mr. Ramey reported that the 2012 Audit and Review were included in the board packet. The audit of the Foundation contained no exceptions and found to be in accordance with generally accepted accounting principles.

**M/S/P Pittman/Eldred “to accept the 2012 Audit and Review as presented.”**

### **Board Succession Planning**

- Ms. Bump, Ms. Gray and Dr. Pittman will be going off of the Education Foundation board in October; Bill Shiba left the board last year and was not replaced.
- Names brought forward as possible replacements: Nancy Becerra as a business partner representative, Maria Hoagland from the East region, Brenda Soto from the West region and Laura Stevens from the Central region. Ms. Gray will contact them to see if they would like to serve on the board.

### **Golf Tournament**

- Limit of 72 golfers at \$110 each; early-bird rate of \$99 ends August 1<sup>st</sup>.
- Sodexo and Coca Cola committed at \$5,000 each and Wow Café and Wingery at \$2,500; requests have been made for \$5,000 each from Chartwells and ARAMARK. The Financial target is \$35,000 income (- expenses).
- Ms. Perry stated that Chapman Book Store could assist.
- Mr. Campbell will be working with the committee and Robert De Wit from the Annual Conference Host Committee on logistics, marketing, a sponsor package, corporate partners, hole sponsors, which hole will be a “hole in one”, etc. and begin marketing/promoting the tournament as soon as possible.

### **Texas Hold ‘Em Tournament**

- The Texas Hold ‘Em Tournament has been cancelled this year.

### **Flip-a-Coin**

- The Flip-a-Coin event was very successful. The Foundation raised \$4,640 + \$700 from the South art auction. A total of 175 business cards were collected when they purchased a set of beads to qualify for a second prize of a \$50 Visa card. President Mumford sent thank you notes to each participant.

### **Silent Auction/Raffle**

- The board has been asked to begin making calls to exhibitors to ask for silent auction donations. Sample scripts and talking points have been provided.
- We are looking at pre-selling raffle tickets in the NACAS Lounge on Saturday and Sunday. The board will be at the table to help promote the Foundation

### **Business Partner Reception**

- This year all conference attendees will be invited to a Business Partner Reception provided as a regular event of the conference.

## **Communications**

- The board discussed if there was any interest in filming at the conference to update the Foundation video. Mr. Welty noted that the CASP video gets more hits than the Ed Foundation video on the website.

## **Regional Reports**

### Central

- The Central region included the certification donation in their strategic plan.
- They discussed starting a scholarship similar to the Ladson scholarship that the East region does.
- They want to see more things labeled as Ed Foundation at the regional conferences.
- Suggested that the Ed Foundation video be played before an event that the Foundation sponsors, i.e., before the Flip-a-Coin fundraiser at the Annual Conference.

### East

- The East board wants to establish a challenge to the other regions.
- The East region has sent \$5,000 for certification to the Ed Foundation.

### South

- The 2014 regional conference will be held in Clearwater Beach, FL.
- KASA plans to contribute to the Certification program.

### West

- President Mumford has agreed to serve on the West regional board.

The meeting adjourned at 5:25 p.m.

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July 29<sup>th</sup> - Call to order 9:18 a.m.

President Mumford presented a plaque to Dr. Pittman for his service on the NACAS Education Foundation board since 2007.

## **Fundraising initiatives**

- President Mumford will compare the awards to funding sources.
- The board is looking at a matching program for individual gifts.
- Dr. Martel reported that the group held a conference call to discuss ideas to take back to the regional boards. Mr. Sirinek noted that we need to do more branding and signage at the regional conferences to indicate what is sponsored by the Ed Foundation.
- Ms. Eldred noted that they held conference calls to review the spreadsheet that she created with ideas for members. Business cards were collected at the Flip-a-Coin fundraiser to solicit for more active donors.
- President Mumford and Ms. Gray to get sample congratulations letters to Mr. Welty to automatically send out to those who complete the CASP exam, IFM, etc.

- An idea was discussed to develop “I Give” or “I Invest” stickers for those who give \$100 or more to the Ed Foundation. Ms. Bump will look into this and asked the board to let her know if they have ideas. Mr. Welty can provide the artwork.
- Dr. Pittman to work on a “Have You Invested in the NACAS Education Foundation?” e-blast or advertisement idea.
- The board decided to not do the Excellence in Leadership solicitation every year.
- This is NACAS’ 45<sup>th</sup> Annual Conference – Mr. Campbell noted that we need to continue to talk about our legacy and history. We need to get past presidents to attend the 50<sup>th</sup> conference in Orlando.

### **NACAS National Office Update**

- Ms. Kwaterski is working on updating the NACAS Strategic Plan. Item #7 relates to strengthening the NACAS Education Foundation to enable the funding of programs and services designed to enhance the auxiliary services profession.
- The NACAS National Office staff is supporting the Education Foundation more. We need an active presence in the office that has the responsibility of administratively supporting the Foundation. This person needs to have a passion for fundraising and the Foundation to support the membership.
- We need to better understand our role and relationships with the regions. Mr. Campbell is now conducting quarterly calls with the regional presidents. We need to look at who in our regions can be responsible for corporate relations.
- Mr. Campbell is meeting with some business partners to engage them with NACAS and for mutual benefits.
- Dr. Lassiter, the founding president of NACAS will be recognized at the 2013 NACAS Annual Conference. The Dr. Wright L. Lassiter, Jr. Legacy Award has been created to recognize outstanding contributions of a NACAS member or institution furthering the mission of auxiliary/ancillary services in higher education. Mr. Campbell also noted Dr. Lassiter’s achievements that are included in the resolution to proclaim October 27<sup>th</sup>, 2013 as Dr. Wright L. Lassiter Jr. Day. This will be presented to the NACAS Board of Directors. The award will be announced at this year’s conference and awarded next year.
- We hope to conduct fundraising in the future to help support this award created around volunteerism and community service in support of the profession of auxiliary services. Mr. Campbell has been speaking with corporate partners on this. This would be set up as an endowment. There needs to be distinction between this award, the Newton Award and the David H. Lord Award for Exemplary Community Service.
- CCBO expressed that they are not interested in helping to fund this, but CCBO is listed in the eligibility criteria. NACAS needs to be vested in community colleges. NACAS is currently looking at renewing a three year contract with CCBO. The Foundation board questioned adding CCBO to the criteria.
- Ms. Kwaterski reported that the Central region held a session on community colleges and it was well attended.
- Mr. Kratzer suggested the program committee add a community project in honor of Dr. Lassiter. Business partners can sign up to participate in a community project in the local area. NACAS is holding a community service project again this year at the conference.
- Mr. Campbell is working on developing a strategic corporate relations plan.

- NAEP (National Association of Education Procurement) is interested in holding a joint conference with NACAS in 2019. They hold their conference in late spring and NACAS holds theirs in late fall. This conversation will take place at the NACAS Board of Directors meeting tomorrow.

### **Marketing/Media Update**

- Ms. Gray is working on updating some articles to give to Ms. Stoch for publication.

### **Year-end giving**

- The NACAS National Office will create a spreadsheet of names, universities/companies, emails and phone numbers from the silent auction donors to solicit for year-end giving.
- An e-blast will be sent to institute and webinar attendees, etc. listing what the Ed Foundation plans to do with the funds and why a person should give.
- The 2012 Highlights of the Ed Foundation need to be updated on the website (currently lists 2011).

The board was asked to sign both a Statement of Confidentiality and a Conflict of Interest Statement for Board Members.

NACAS is looking at options for the 2014 Leadership Team Meeting at either New Orleans or Las Vegas, February 17-18, 2014.

The next conference call will be September 18<sup>th</sup>.

There being no further business, the meeting adjourned at 11:01 a.m.

Respectfully submitted,

Ron Campbell  
CEO

Marcia Oakley  
Executive Administrative Assistant