

**NACAS Education Foundation  
Board of Directors Conference Call  
June 9, 2010**

**In attendance: Marti Gray, Frank Mumford, Bill Shiba, Dr. Jeff Pittman, Ken Ramey, Teri Bump**

**Joining Late: Dave Kratzer**

**Absent: Charlie Figari, Dan Allen, Mary Perry, Maria A. Y. Garcia, Tom Post**

**Staff: Bob Hassmiller, Marcia Oakley, Trace Gaskins**

President Gray called the meeting to order at 2:03 p.m. and welcomed everyone.

**Review of Minutes**

**M/S/P “to accept the April 24, 2010 meeting minutes as written.”**

**Financials**

Treasurer Ken Ramey reviewed the financial report for the period ending May 31, 2010 with the board. Donations are up and President Gray noted that 32 members are now donating or have donated this year. She thanked everyone for their efforts on fundraising. Mr. Gaskins reported that there are 17 recurring donors with 10 donating to the \$10 for 2010 Campaign. The response to the campaign e-blast was positive. Mr. Shiba and Ms. Bump are working on an article for the next issue of *College Services*. Mr. Mumford noted that the goal is to get all NACAS and Education Foundation board members, as well as regional board members donating to the Foundation (a total possible 62 people.) President Gray will write to the regional presidents to encourage their board members to get involved by donating.

**Strategic Planning Update**

Mr. Mumford developed additional language to add to the Education Foundation portion of the NACAS Strategic Plan and will go forward to the NACAS Board of Directors for approval. The overall goal is \$50,000 per year contributed to Foundation reserves.

**M/S/P Pittman/Mumford “to accept the additional language to the Strategic Plan and forward to the NACAS Strategic Planning Committee for review and then to the NACAS Board of Directors for approval.”**

**Budget Goals**

The budgeted operating revenues are \$58,000 and expenses are \$17,050. These new goals will be incorporated in next year’s budget.

**Certification Budget/Fundraising Update**

Commitments have been received from the East and South regions. The West and Central regions have not made a decision yet.

### **Silent Auction/Raffle Update**

Chair Dan Allen previously submitted an update to the board for their review. Ms. Oakley reviewed the information from a recent conference call held by the committee, as well as the items that have been donated to date. Business partners are being contacted to request donations.

Dr. Hassmiller noted that a September seven day stay at a condo resort near Disney World has been generously donated to the Foundation. A silent auction will be held on this item at the East Regional Conference. The funds received from this donation will be earmarked for the Mereese Ladson Scholarship.

### **Texas Hold ‘Em Update**

A logo has been established for the fundraiser to be held at the NACAS Annual Conference in Colorado Springs. Mr. Figari, Mr. Ramey and former board member, Jerry Turner are working on securing sponsors.

### **Flip-A-Coin Fundraiser**

Prizes have been secured for all regional conferences for this Foundation fundraiser.

### **Corporate Fundraising**

This is an ongoing effort and President Gray, Mr. Mumford and Ms. Bump will get together in late July and will be in contact with the board members.

### **Awards**

American Campus Communities plans to continue funding the Innovative Achievement Award and Shop24 plans to continue funding the Technology Award at the Annual Conference. The Foundation approached the NACAS Awards Committee about the possibility of seeking a long-term sponsor for the prestigious Robert F. Newton Award. President Gray, Mr. Mumford and Ms. Bump will discuss how to proceed on adding this funded award.

### **Marketing/Media**

A Marketing/Media position description has been created and this position will be open to all regions to seek nominations.

### **Marketing Plan**

No update.

### **Technology**

President Gray, Ms. Garcia and Mr. Shiba prepared a NACAS Education Foundation Technology Strategy. The mission, goals and action items were reviewed by the board.

**M/S/P Mumford/Shiba “to move forward with the Education Foundation Technology Strategy and create a timeline and budget once a Media Coordinator is established.”**

### **Initiatives**

Dr. Hassmiller reported that no donations have been received from the website participants solicitation, but a good response was received on the \$10 for 2010 Campaign e-blast.

Mr. Mumford noted that the new Technology Task Force has a broad range of members and is chaired by Rob Kellner. Sub-committees have been created and a report is being prepared for the NACAS Board of Directors.

**Correspondence/Media Calendar**

The deadline for submissions to *College Services* is July 1. Mr. Mumford suggested focusing on the Texas Hold ‘Em tournament and the Silent Auction/Raffle. President Gray also suggested adding a half page on the \$10 for 2010 Campaign to give an additional option. The deadline for *NACAS Quarterly* is July 6. Mr. Shiba is working on this article.

Reminders need to be sent to those who have pledged to donate and to ask past leaders to donate on a regular basis.

The next conference call will be August 25 at 2:00 p.m. EDT.

The meeting adjourned at 3:11 p.m.

Respectfully submitted,

Dr. Bob Hassmiller, CAE

Marcia Oakley  
Executive Administrative & Accounting Assistant