

Final 4-24-10

**NACAS Education Foundation
Board of Directors
Conference Call Meeting
March 10, 2010**

In attendance: Marti Gray, Frank Mumford, Bill Shiba, Jeff Pittman, Charlie Figari, Ken Ramey, Tom Post, Maria A.Y. Garcia, Mary Perry

Absent: Teri Bump, Dan Allen, Dave Kratzer

Staff: Bob Hassmiller, Jeff Perdue, Marcia Oakley

President Gray called the meeting to order at 2:00 p.m. and welcomed everyone.

Review of Minutes

M/S/P “to accept the February 3-4, 2010 Board meeting minutes as presented.”

Financials

Mr. Perdue reviewed the unaudited year-end December 31, 2009 financials with the board. He will send the audit draft to Treasurer Ramey once he receives it from the auditors. The unaudited year-to-date financials were also reviewed. Donations include \$2,500 from KASA (Kentucky Auxiliary Services Association.) The \$750 listed under Foundation Programs was for a NACAS East scholarship. President Gray will notify the regional presidents and let them know that the Foundation is not continuing to do this program in 2010.

Solicitations

Pam Grove, Education Programs Assistant sent out a total of 47 solicitation letters to those who attended the February webinar and the Advanced Institute for Managers. Ms. Oakley is tracking to see if this produces donations.

Ms. Oakley will send out solicitation letters following the regional conferences to those who attended. Thank you letters are sent out to donors following processing of their payments and again at year-end. These letters also serve as tax receipts. Dr. Hassmiller calls or emails the donors thanking them. It was suggested that reminders should be made to those who have made pledges and have yet to send the donations. Dr. Pittman sends our reminders in March of each year to those who have pledged to the Future Fund.

The board is trying to increase the number of monthly donors. We have one new monthly donor this year and two current donors increased their monthly amounts. There are a total of nine monthly donors who give a total of \$572 a month.

2010 Campaign

Mr. Shiba reported that the first poster is ready to go on the website and that Ms. Bump is reaching out to other members to feature. The domain name, nacas10for2010.org is secure and Tim Stewart will place this information on the Foundation site.

Web Update

Mr. Perdue stated that the relocation of the server could help with speed issues. Broadpoint is working on a quote to do this. Ms. Oakley's email address has been added to the site for people to contact her to set up an automatic recurring donation commitment. The new program to make repeat monthly donations online more user-friendly should be up soon.

Correspondence/Media Calendar for 2010P

President Gray has drafted her article for the summer *College Services* issue which will feature her. The deadline for submission to the magazine is April 1. Dr. Hassmiller suggested adding a write-up on the Ladson Fund and the 2010 Campaign based on the size of President Gray's article.

Mr. Shiba will meet with Ms. Bump and Mr. Figari on the 2010 Campaign article for the fall issue of the magazine and hope to finalize it at the April West Regional Conference. The fall issue deadline is July 1.

Dr. Hassmiller will write an article for the winter issue on year-end giving which may include a more formal giving request. Mr. Mumford suggested adding an update and reason to give to the Certification program.

The next *NACAS Quarterly* deadline is April 6 (for distribution on April 13.) The 2010 Ladson Fund Scholarship winner will be featured in this issue. The National Office is expecting applications this week. Mr. Mumford suggested asking previous scholarship winners to nominate someone.

Board Subcommittees

Foundation Annual Report / Board Resource Guide

The subcommittees are working on these two projects.

Silent Auction/Raffle

Ms. Oakley reported that Mr. Allen is working on getting a committee together to include a member from each region, as well as a business partner. Kathy Herr has agreed to be on the committee again this year. Ms. Oakley has sent Mr. Allen the donation spreadsheets from the past two years. She has updated the donation letter and form to be sent to the business partners this spring, as well as language for the website regarding the raffle. Mr. Allen decided that donors need to bring their small items with them to the annual conference or commit to shipping them to the winners.

Ms. Oakley inquired about setting a deadline for Silent Auction winners to pay for their items, as there is still an outstanding debt from the auction in November. It was suggested that a winner must pay by January 31st following the conference or the item will be offered to the next highest bidder.

Texas Hold 'Em

Mr. Figari will get with Mr. Ramey and Jerry Turner on this fundraiser. He will follow up on executing a contract. Mr. Perdue reminded the board that we need to clear gaming laws.

Flip-a-Coin

Mr. Mumford stated that gifts need to be lined up for the regional conferences and help is needed to assist the regions in conducting this fundraiser. His gift idea was a GPS to stay in line with the 2010 Annual Conference logo/theme. He and Ms. Bump will seek sponsors for this.

Foundation Educational Track

Mr. Mumford stated that we need to replicate what was done last year to bring expertise or something that a company does well that would be beneficial to our members. Dr. Pittman is working on those speakers.

Certification Budget/Fundraising

Some regions are waiting to see how their regional conferences go before deciding to support the Certification program with \$5,000 a year.

Charter Members Update

Follow ups will be done in April to the Charter members who promised to send in donations.

Corporate Fundraising

Carla Mullen has been hired temporarily part-time to assist with the data collection on business partner relationships. She is conducting research and is entering relationship data in the NACAS donor database. This will help to determine who is who in the business partner client database. The reporting system is working well.

Mr. Mumford stated that we need to determine if more awards are to be given this year and which companies should be asked to sponsor them. President Gray will get in touch with the NACAS Awards Committee to make sure that we are heading in the right direction.

Marketing/Media

Mr. Shiba will have an update at the April meeting.

Technology

No update reported.

Strategic Planning

Mr. Mumford chairs the NACAS Strategic Planning Committee and stated that information has been received back from Bruce Jacobs. A Doodle has been sent out to schedule a conference call. He hopes that the board spends 30-60 minutes on this at the face-to-face meeting on April 24 in Sonoma, CA. President Gray stated that NACAS Past President Alan Murray and his wife Dorothy have offered to host the Education Foundation Board dinner that night following the meeting.

There being no other business, the meeting adjourned at 2:55 p.m.

Respectfully submitted,

Dr. Bob Hassmiller, CAE
Executive Director

Marcia Oakley
Executive Administrative & Accounting Assistant