

**NACAS Education Foundation
Board of Directors Meeting
March 8-9, 2011
Dallas, TX**

In attendance: Marti Gray, Bill Shiba, Dr. Jeff Pittman, Charlie Figari, Mary Perry, Monica Stoch, Mike Ellis, Matt Sirinek, Jim Jenkins, Keith Chapman

Joined in Progress: Ken Ramey, Dave Kratzer, Jeff Perdue

Absent: Teri Bump, Patty Eldred

Guest: Frank Mumford

Staff: Bob Hassmiller, Marcia Oakley

President Gray called the meeting to order at 2:08 p.m. on March 8th and welcomed new board member Jim Jenkins.

Review of Minutes

M/S/P Perry/Pittman “to accept the January 19, 2011 conference call minutes as amended by changing “2011” to “2010” in the first sentence under Financials.” The new sentence now reads: Mr. Perdue reviewed the Schedule of Revenue and Expenses for the period ended December 31, 2010 with the board and noted that this is a preliminary report.

Donations Update

Dr. Hassmiller gave an update on donations which have more than doubled from the previous year. An endowment has been set up for the new NACAS Certification Program. He announced that Barnes & Noble have pledged to give \$25,000 a year for five years for this program.

President Gray reported that American Campus Communities has committed to donating \$10,000 a year for three years toward Certification. Mr. Mumford noted that the Education Foundation would like to use this as a challenge fund to solicit three other business partners by the end of July. Dr. Hassmiller and President Gray are working on a case study.

Dr. Hassmiller noted that the East region donated \$5,000 to the Ladson Scholarship Fund. Dr. Pittman, chair of the Ladson Fund Diversity Scholarship Committee reported that two applications were received for the scholarship and the committee possibly may award funds to both.

Financials

Mr. Ramey gave a financial overview and advised that Mr. Perdue could answer detailed questions when he arrives. He reviewed the unaudited financial statements and reported that the Foundation is in good standing financially. There is an increase in total net assets of almost \$98,000 and unrealized gains on the investments of over \$18,000. Expenses are in line with the

budget. President Gray noted that the Foundation does not reimburse the national office for their work which helps control expenses.

Corporate Campaigns

A new sponsor is needed for the Innovative Achievement Award and there is a possibility of a returning sponsor of the Technology Award.

A new CAFÉ award was introduced in collaboration with On Campus Hospitality. This award will recognize higher education foodservice professionals who have gone above and beyond to make the dining experiences of their customers — students, faculty, staff and guests — the best they can be and have greatly improved food service overall on their campuses or in the industry in general.

The person who is awarded the Newton Award chooses which Education Foundation fund they want the money to go to.

2011 Annual Conference Fundraisers

The Education Foundation plans to hold a golf tournament and a Texas Hold ‘Em tournament in Orlando. The Texas Hold ‘Em Tournament will be held before the gala at the national conference. The NACAS 2011 Program Committee is still working out the details of the gala. There will be no additional charge for the space to hold this tournament and will allow members to mingle. The board reviewed two event services proposals from Metro Connections and Hello Florida for the poker tournament. They decided to wait to see what the program committee decides on the gala, however, authorized Abby Tammen to move ahead with Metro Connections if that company can provide the needs of the program committee, if any. Mr. Figari, Mr. Shiba and Mr. Ellis will help with the Texas Hold ‘Em Tournament. A \$1,000 sponsorship includes one complimentary player slot.

A copy of the golf tournament contract was in the board notebook materials. The \$99 tournament price includes a cart, the driving range and lunch. The South regional planning committee has been asked to help with prizes, etc. Mr. Ramey, Mr. Kratzer, David Lord and Jerry Turner have agreed to help organize the tournament and determine foursomes. President Gray discussed the possibility of dual sponsorships for both of these tournaments. Ms. Tammen noted that the golf course has extended a \$59 rate to NACAS members from Thursday, October 20 through Wednesday, October 26. The golf registration form will be on the NACAS website later this month. Sponsorship opportunities exist for course holes, as well as for a goodie cart.

~BREAK~

Guidelines were set for the Heads or Tails Flip-a-Coin fundraiser at both the regional and national levels. A limit of two sets of beads at \$20 each may be purchased. President Gray will send the written guidelines to Ms. Stoch to put on the Foundation website. Volunteers for the regional fundraisers are as follows:

East – Dr. Pittman
Central – Mr. Sirinek

South – Mr. Chapman and Ms. Stoch
West – Mr. Shiba and Dr. Ellis

These board members will give the monies raised to their treasurers at the regional conferences who will submit a check to the national office for the Education Foundation. Mr. Mumford noted that the above named need to find a business partner in their region to fund a prize in the \$300 range.

Dr. Ellis and Mr. Sirinek have agreed to co-chair the Silent Auction/Raffle at the Orlando conference. Bids need to close at different times to allow time for the staff to enter the winning bids into the database for payment. It was noted that we need a separate line at the conference for those who wish to pay for their silent auction items by cash or check.

Ms. Perry and Follett Higher Education Group plan to host another business partner reception at the annual conference in Orlando. She would like for invited business partners to be able to bring a guest.

Financial Update (continued)

Mr. Perdue reported that the Fidelity Fund is split between equities and bonds. There are still balances in temporarily restricted funds for the Innovative Achievement Award and the Technology Award for this year. NACAS is waiting on the auditor's report and then a cash transfer will be made into the investments.

A report on the temporarily restricted and restricted funds will be sent to the board with the auditor's report. Mr. Perdue noted that fundraisers were well above projections. He also reviewed the number of monthly donors/donations with the board.

Certification Program

Dr. Pittman stated that the Certification Task Force has been working on this program for approximately two years. A massive amount of work has been done for the Association and we are on the cusp of having a Certification exam. He explained the process of what has occurred to date and reported that Comira has been contracted to assist with putting the exams together. Two representatives of this company are attending the Leadership Team Meeting in Dallas and will work with a group of 20 selected Subject Matter Experts to begin the question writing. NACAS hopes to have enough questions written by June or July to offer two exams. They are working on finalizing the application package, related materials, marketing and governance. Mr. Mumford, President of the NACAS Board of Directors stated that the NACAS board will be ready this summer regarding governance to put this program in place this fall.

Dr. Hassmiller stated that re-certification decisions need to be made. This is a signature program for NACAS for years to come.

CHEMA

Dr. Hassmiller reported that Jean Kwaterski is chairing the NACAS Inclusive Excellence Task Force and they are trying to determine what higher education associations are doing in this area. NACAS is working with CHEMA (the Council of Higher Education Management Associations)

on this issue and we have found a donor to contribute approximately \$1,000 to the CHEMA spring meeting which will be held in Seattle in May. No board action is needed and NACAS and the Education Foundation will appear as a sponsor.

Giving Levels

The board reviewed the revised donor giving levels. Ms. Stoch will publish the donor levels on the website. The national office will provide names and donor levels going back at least five years for recognition on the website. It was also suggested that a certificate or plaque could be given for lifetime giving or the person's name could be added to a plaque at the national office. This information could also be submitted to the *College Services* magazine and a pin given at the annual conference. Mr. Ramey suggested a formal reception at the conference to include the higher individual donors (i.e., President's Circle levels.)

M/S/P Pittman/Shiba “to accept the revised NACAS Education Foundation giving levels.”

A new campaign was decided upon, the “Tomorrow Fund” with donation levels of \$10, \$25, \$50 and \$100.

M/S/P Jenkins/Kratzer “to approve the new Tomorrow Fund campaign.”

Mr. Mumford encouraged the entire board to be a part of this new campaign which needs to be implemented in the next 30-60 days. Trace Gaskins will contact Qgiv to add this to the online donor module.

Summer Board Dates/Location

The NACAS Board of Directors needs to determine their late July meeting dates first and then the Education Foundation will determine if they will meet at their location in Atlanta as well.

The meeting adjourned at 5:15 p.m.

~Meeting continued the following morning~

President Gray called the meeting to order at 8:36 a.m. on March 9th and thanked everyone for all that they do for NACAS and the Education Foundation.

Web Update

Mr. Perdue reported that the new server location was upgraded in the past week. NimbleUser added an additional server and switched NACAS to its own server as opposed to sharing with others. Our shared drive and accounting package are currently being kept both onsite and offsite until the national office is comfortable with the backup.

Ms. Stoch updated and reorganized the Foundation website. There are now five pages with various links:

- Who We Are
- What We Do

- Ways to Donate
- Mereese Ladson Scholarship
- Contact Us

The updated site now follows the look of the NACAS site and is concise and accurate. Plans are to keep the site updated with news every couple of weeks. Ms. Stoch asked the board for feedback on what should be on the site and to email her with ideas. She plans to add the donor levels and photographs and will send a template to each board member to get bio information.

Publication Deadlines

The NACAS publication deadlines were reviewed and topics were decided as follows:

College Services

Summer issue – Barnes & Noble/American Campus Communities article, as well as Certification donor levels/updates. Dr. Hassmiller will write an article on Certification to include the permanent endowment information and donations to the Education Foundation.

Fall issue – Thank you to donors/corporate donors (Certification), as well as follow-up articles on previous Ladson scholarship winners.

Winter issue – Dr. Hassmiller’s end-of-year re-cap on giving.

NACAS Quarterly

April – New Education Foundation board member spotlight/updates

July – Texas Hold ‘Em and Golf Tournament fundraisers

October – Giving

Ms. Stoch will follow up with the previous Ladson scholarship winners to find out how the scholarship helped them and write an article on this before the annual conference. Mr. Perdue and Mr. Mumford will review the donor list of names and send them to Ms. Stoch for the *College Services* article. Dr. Hassmiller mentioned doing press releases to other higher education associations.

Dr. Hassmiller asked everyone to encourage their regions to donate. The group also discussed videotaping board member testimonials and adding these to the website. Mr. Shiba will check on the costs of doing this and submit a package to President Gray. The use of banners was also suggested.

~Break~

More discussion was held regarding fundraising for the Certification program and what is currently being funded (the consultant, attorney fees, etc.) Comira is working with the 20 Subject Matter Experts (SME’s) on developing the test and will conduct face-to-face meetings, as well as conference calls. The goal is to add 10 more SME’s. A proposal has been made by Lyerly Agency, Inc. for marketing assistance and a registrar will need to be hired. Ms. Stoch and Dr. Hassmiller will put together language for the website to explain what the Foundation funds

for Certification pay for. Having the exam available at a computerized location will add \$110 and therefore NACAS is looking at an approximate \$700 cost to take the exam. Dr. Hassmiller stated that decisions will need to be made in the future to see if grants are available that could assist NACAS and the Foundation. He is communicating with Peter Berry, a campus security group regarding grant writing and seeking proposals.

There being no further business, the meeting adjourned at 10:27 a.m. on March 9th.

Respectfully submitted,

Dr. Bob Hassmiller, CAE

Marcia Oakley
Executive Administrative & Accounting Assistant