

NACAS Education Foundation
Board of Director's
Teleconference Meeting Minutes
May 15, 2013

In attendance:

Frank Mumford, Matt Sirinek, Ken Ramey, Patty Eldred, Marti Gray, Dave Kratzer, Jean Kwaterski, Teri Bump

Absent: Charlie Figari, Jim Jenkins, Mary Perry, Jeff Pitman, Mike Ellis, Monica Stoch

Staff:

Marcia Oakley, Trace Gaskins

Call to order 2:04 pm

April 17, 2013 Minutes

- Approved by acclamation

Financial Report

- The drop in cash is because of a transfer into the investments – the \$109,385 deposit into the Fidelity Fund will show on the May 2013 investment report.
- The majority of revenue and expenses will increase as we get closer to the annual conference.
- We have over \$100,000 more net in assets versus this time last year.

Board Succession Planning

- Names brought forward for possible board positions - Maria Hoagland, East region and Nancy Becerra, business partner.

2013 “Subcommittee” Assignments

Golf Tournament – A conference call is scheduled with the host committee next week to begin looking at fundraising for this event. The tournament will be held at the Coyote Hills Golf Course.

Texas Hold ‘Em – no report

Flip-a-Coin – A second prize of a \$50 Visa card is being given at the regional conference Flip-a-Coin fundraisers by pulling from the business cards of those who purchased a set of beads. President Mumford will send out emails to each of these participants to solicit a donation to the Foundation. The South region raised \$800 – Doug Ross got an iPad donated as the prize. South raised an additional \$700 from an artist event for the Foundation. West and East have iPads donated for their regional conferences and Central is working on their prize as well. Phone credit card readers will be used at the regional conferences for the fundraisers.

Silent Auction/Raffle – Mr. Sirinek reported that the event planning is going well and we are looking at doing more credit card transactions using card readers to reduce the handling of cash.

The [silent auction donation form](#) is now online. We are looking at the possibility of online bidding. A volunteer plan is in place and the board will be contacted soon for help soliciting donations.

Business Partner Reception – This wine and cheese reception will be held immediately following the closing of the exhibit hall on Monday at the annual conference to recognize our business partners. All conference attendees will be invited. The Business Partner committee and the Anaheim Host committee are working on the planning of this event.

Communications – A call was held on May 1 to look at the media deadlines. The “Why I Give” campaign that was done in the past was discussed and Ms. Stoch will look at this for future ideas. The highlight for the next *NACAS Quarterly* will be on thanking the participants of the Flip-a-Coin fundraisers and highlighting each regional conference.

Regions – no report

Fundraising Initiatives

Regional

- East – The Ladson award resonates and Flip-a-Coin goes well.
- South – had great success with Flip-a-Coin; there is a lack of knowledge of opportunities and fundraising initiatives.
- Central – poor board support to the Foundation; expectation vs. a request on contributions to the Foundation; discussion on doing something similar to the Ladson scholarship.
- West – same response - expectation vs. a request on contributions; when is CASP going to be self-sufficient?
- Competition between regions on giving – suggested that the regions give a gift in someone’s name to the Foundation instead of a tangible gift when they retire, etc.
- Don’t just focus on certification.
- We need to be consistent in reporting at the regional levels.
- President Mumford to get a year-end review to the regions to show where the Foundation funds come from and how they are spent.
- East region’s tradition the past few years – each board person donates to the Foundation in honor of their outgoing president.
- Ms. Eldred suggested sending scripted message to the regions. An outline is needed of the major messages, exploring different topics, etc.
- President Mumford & Ms. Gray to put together some talking points before the June regional conferences.

Members

- April 30 call – discussed how to prioritize the fundraising ideas from the last call - should start with the least costly item, which is an appeal to the Foundation Charter members.
- Need to look at why people give, what the Foundation does and the impact it makes.
- Data is needed from the national office database – do we keep track of IFM, SLF attendees, etc. and have they been asked to donate to the Foundation? Caleb Welty and Jonathan Baynes have been asked to assist with this.
- Need to keep track of who donates from the business cards collected at the regional

conferences - Ms. Oakley sent the list from South to President Mumford who will send an email asking for a donation to the Foundation.

- Silent auction – we need to look at the names of bidders on the bid sheets and ask these members to consider donating to the Foundation.
- We need to get better at sending requests following NACAS events such as the IFM.
- Ms. Gray discussed the idea of a mail campaign, but this would be expensive. We could do half via mail, half via email and use return envelopes. This will be reviewed at the summer board meeting.

Marketing/Media Update

- No report

College Services – content due July 10th to Naylor

Monthly e-blast – content due to Jonathan Baynes May 21st for May 23rd distribution

NACAS Quarterly – content due to NACAS July 2nd

Remaining 2013 meeting schedule

Summer Board Meeting, Anaheim (July 28 – 29)

Sunday, July 28 – 3:00-6:00 pm followed by dinner at Frank’s house

Monday, July 29 – 8:00 am – 2:00 pm

Please email travel plans to Marcia

September 18, Conference Call

October 27, Annual Meeting, Anaheim, CA

The meeting adjourned at 2:44 pm.

Respectfully submitted,

Marcia Oakley

Executive Administrative Assistant