

**NACAS Education Foundation  
Board of Directors Conference Call  
May 18, 2011**

**In attendance: Marti Gray, Patty Eldred, Ken Ramey, Jeff Pittman, Mary Perry, Mike Ellis, Matt Sirinek, Keith Chapman, Bill Shiba, Teri Bump, Jim Jenkins**

**Absent: Charlie Figari, Dave Kratzer, Monica Stoch**

**Guest: Frank Mumford**

**Staff: Bob Hassmiller, Jeff Perdue, Pam Grove**

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

**Review of Minutes**

**M/S/P Chapman/Ramey “to accept the March 8-9, 2011 meeting minutes as written.”**

**Financials**

Mr. Ramey reviewed the Audited Financials from 2010 and said there have been no changes since then. Mr. Perdue agreed and had nothing to add.

**M/S/P Shiba/Pittman – to accept the 2010 year-end audit.**

Mr. Ramey will attend the upcoming KASA conference and thank them for their continued support.

**Corporate Campaigns**

Certification Program

The board is proceeding with plans to approach three companies for donations by the end of June before the NACUBO conference in July.

Dr. Hassmiller thanked American Campus Communities and Barnes & Noble for their generous contributions and said there will be a press release coming out in the next *College Services* issue.

Innovative Achievement and Technology Awards Sponsorship

Both of these awards need new sponsors. Since the initial sponsorship for each award has enough funds remaining to fund this year’s awards, both American Campus Communities and Shop 24 will be recognized as sponsors for the 2011 awards.

Newton Award Sponsorship

The effort to secure funding for NACAS’ most prestigious award is ongoing. Mr. Ramey suggested past Newton Award winners be approached for \$250 donations to the Foundation. Mr. Mumford said the NACAS Board of Directors took action to provide complimentary registration for retired Newton Award winners and agreed with Mr. Ramey’s idea. Ms. Eldred said there were 24 past Newton Award winners. President Gray liked the idea as well and

suggested that corporate sponsors may want to match it. Mr. Ramey suggested President Gray and Mr. Mumford send a letter to past winners. Dr. Hassmiller stated that Past Presidents have given significant amounts to the Future Fund. Dr. Hassmiller, Mr. Mumford and President Gray will discuss further.

### **Donations Update**

Dr. Hassmiller said we need to focus on regions now for donations. Heads and Tails flip-a-coin will be done again at each of the regional conferences.

Dr. Ellis suggested doing pledge cards at the regions so those who don't carry cash or check books would participate. People liked the idea, but further discussion will take place before the regional conferences in June.

### **2011 Conference**

#### Golf Tournament

Mr. Ramey said he will be holding a meeting with the other members who are helping with the golf tournament next week. They will be working on joint sponsorship opportunities with Texas Hold 'Em as well. The goal is to raise \$30,000 from both events.

#### Texas Hold 'Em

No report.

#### Flip-a-Coin

Dr. Ellis' idea regarding pledge cards was discussed further. President Gray and Dr. Hassmiller will work on a pledge card template. Beads cost \$20 and there is a limit of two strands purchased per person.

#### Silent Auction

Dr. Ellis brought up two questions for discussion. 1. Can non-exhibiting business partners donate to the Silent Auction? 2. Can non-exhibiting business partners volunteer to help with the Silent Auction. As it stands now, non-exhibiting business partners are not allowed in the Exhibit hall unless they have a note for a specific appointment and are escorted in/out. Silent Auction is held inside the exhibit hall. The consensus was that this year the existing procedures will remain in place, but more discussion is needed if the recommendation is to change the procedures.

President Gray suggested that it be brought before the Business Partner committee.

#### Business Partner Reception

Ms. Perry and Ms. Bump are looking into the President's Suite as a possible venue to hold the reception. President Gray indicated that we will be able to tour the venue at the Summer Board meeting in Orlando.

#### Ed Session Foundation Track

Mr. Mumford will put this item on the subcommittee agenda and see who can put the track together.

**Certification Task Force**

Mr. Mumford said that the Certification Task Force has concluded. The Certification Commission was appointed by the NACAS Board. It is a diverse commission chaired by Ms. Eldred and they will meet every Thursday until the end of July with a goal of offering the first exam at the Orlando conference this year.

**Summer Board Meeting**

The Summer Board Meeting will be in Orlando, August 2 & 3. Members are asked to be there by 2:00 on August 2 and depart after 5:00 on August 3. Dr. Ellis will be unable to attend.

**Marketing/Media Update**

President Gray received a report from Ms. Stoch that the 2010 Donor list went out in the *NACAS Quarterly*. This is the first list of donors and should start coming out on an annual basis.

Mr. Shiba reported that he will be working with University of Arizona students to produce a video to promote the Ed Foundation on our website. An ad hoc group of Gray, Mumford, Shiba and Bump will develop a script/plan for discussion at the Summer Board Meeting.

**Upcoming Meetings**

Summer Board Meeting – Orlando, August 2 & 3

Conference Call - August 17

Annual Meeting, Orlando - FL October 23

There being no further business, the meeting adjourned at 3:00 p.m. EST.

Respectfully submitted,

Dr. Bob Hassmiller, CAE

Pam Grove  
Educational Programs Assistant