

**NACAS Education Foundation
Board of Directors Meeting Minutes
Wednesday, April 13, 2016**

FINAL 5-25-16

Board of Directors:

Matt Sirinek	President
Mike Ellis	Vice President
Laura Stevens	Treasurer
Frank Mumford	Past President
Nancy Becerra	Director (BP)
Teri Bump	Director (BP)
Jim Jenkins	Director (BP)
Matt Portner	Director (Central)
Maria Hoagland	Director (East)
Dan Adams	Director (South)
Eddie Mills	Director (South)
Melissa Moore	Director (South)
Tony Lynch	Director (West)
Diane Reynolds	Director (ex-officio, voting)

NACAS National Office Staff:

<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Ashley Vercellone	Dir. of Conf. & Events	<input checked="" type="checkbox"/>
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The meeting was called to order at 2:03 p.m.

February 16-17, 2016 Minutes

M/S/P Portner/Adams “to approve the February 16-17, 2016 minutes as presented.”

Financials

- Ms. Stevens reviewed the Statement of Activities. Travel expenses are expected to exceed the budget.
- Fundraising amounts has increased in part due to 100% participation from the Leadership Team Meeting (LTM).
- The financial reporting format has been updated.
- Mr. Mumford suggested that the temporary restricted funds that have been met should be put into unrestricted fund balances.

M/S/P Mumford/Moore “to release funds from temporarily restricted accounts that have been fulfilled and move them to unrestricted accounts.”

Action item:

- Add to policy manual for future reference and practice.

- Mr. Dastoli gave an update on the meeting that was held recently in Charlottesville in conjunction with the NACAS Finance Committee.
- NACAS requests that are not programmatic in nature will not be brought to the Education Foundation.

Action item:

- **The 100% fundraising participation at the LTM to be included in a *College Services* article.**

EF Registration

- Mr. Sirinek noted that the annual conference registration proposal is to cover the actual costs of a registration.
- The recommendation is that the Foundation pay NACAS the guest rate (currently \$225) plus \$25 to cover promotional items for all Education Foundation sponsored annual conference registrations. Revised registration rates for award winners will be reviewed annually.

M/S/P Mumford/Stevens “to approve the proposal of the Annual Conference registration costs that will be covered by the Education Foundation.”

Action item:

- **Add to policy manual for future reference and practice.**

CASP Budget Update

- Mr. Dastoli presented the updated CASP budget including the fund balance at year-end.

LTM Fundraising Report

- Ms. Stevens reported that a total of \$4,702.83 was raised from the LTM challenge set forth by Ms. Bump.
- Mr. Mumford pledged an additional \$300 to reach the \$5,000 goal.

Mr. Sirinek noted that founding charter member, Marlene Stein passed away. In lieu of flowers, the family has requested donations to the Marlene Stein scholarship fund at North Idaho College.

M/S/P Mumford/Stevens “to donate \$100 to the Marlene Stein scholarship fund at North Idaho College.”

NACAS National Office Update

- Ms. Finn shared the 2016 partnership proposal with Barnes & Noble College. Barnes & Noble will no longer fund the Certification program, but their sponsorship will include professional development support and 2016 Annual Conference support.
- NACAS has new sponsorship benefits that include lower and higher levels, as well as changes from precious metal names to higher education names. Barnes & Noble will pledge \$25,000 as the initial business partner to fund the 50th Anniversary Fund. Discussion was held on replacing the \$25,000 pledge for Certification that was previously funded by Barnes & Noble.
- Ms. Finn updated the Board on staffing at the NACAS National Office. Director of administration, Hans Weichhart, and director of membership engagement, Corey Salem come on board this month. Director of business development, Mark Morrison comes on board May 4th. The staff that support the Education Foundation will be included on future calls.
- Plans are being made to refresh the NACAS brand to become more relevant before the 50th Anniversary. Pepsi Co. has offered support on this task.
- The Business Partner Task Force has been very active. Ms. Finn announced a new business partner mentor program that would assist in building the business partner base. The goal is to bring in new business partners, focus on the celebration and acclimate them to the business of NACAS and how to optimize their sponsorship. The program would connect a seasoned business partner with a new business partner and explain the sponsorship levels and opportunities in NACAS.

NACAS Foundation Coordinator Updates

- Mr. Sirinek noted that volunteers are needed at the regional conferences to give a Foundation update and assist with the flip-a-coin fundraiser. He will send an updated talking points script to the volunteers.
 - South - Ms. Moore and Mr. Mills
 - East - Ms. Hoagland
 - Central/West - Mr. Mumford, Mr. Ellis & Ms. Stevens

NACAS Board of Directors Report

- Ms. Reynolds reported that the NACAS Organization Structure Review Task Force has been meeting with the regional presidents. Ms. Finn and Mr. Redwine will hold discussions on this at the regional conferences with the boards on what it would look like if we became one organization and what steps they would like to see to get there. A recommendation will be made to the NACAS board during the summer board meeting.
- Ms. Finn noted that the NACAS board suggested that the 50th Anniversary priorities be scholarships, professional development, research/furthering auxiliary services and individual recognition. Mr. Mumford noted that the Future Fund was set up for research.

- Discussion was held on looking at how to promote giving. There will be two campaigns – business partners and individual giving.
- Ms. Reynolds reported that the filling of upcoming committee vacancies is moving along. Committees have also been asked to select a vice chair.

Committee Reports

- Mr. Lynch reported that the contract for Bidding for Good has been signed (the contract is from April – April.) Plans are to market this early before the annual conference to encourage silent auction bidding. The regions can use this service as well. The committee plans to do something similar to what NACS does.
- Mr. Portner reported that the format for the golf tournament has been narrowed down and a contract is being negotiated. Ms. Vercellone is touring the golf course today and will inquire about food and beverage. Mr. Jenkins has pledged \$5,000 from Sodexo. Mr. Adams has secured donations for golf balls.
- Ms. Stevens reported there will be a bowling event in lieu of a Texas Hold ‘Em tournament. The event will be called “Let the Good Times Roll!” There will be space for 14 teams with up to six people per team (seven lanes for two shifts of bowling.) A reception will be going on during the shifts and prizes will be awarded. All participants will be given an Education Foundation themed pair of socks. Cost is \$250 per team. It was suggested that this be promoted at \$50 per person instead of the team cost. Ms. Vercellone is working on transportation to the bowling alley. Plans are to announce this during the South Regional Conference.
- Mr. Mumford reported that Jeff Pittman has indicated that he agrees with moving the selection of the Mereese Ladson Scholarship winners to the Awards committee.

Action item:

- **Draft a proposal to formalize this recommendation.**
- Ms. Moore reported that the marketing committee is looking at topics for the summer issue of *College Services*, fundraisers for the annual conference, the annual campaign and working with the 50th Anniversary campaign, the newsletters which will include the LTM fundraising success, regional conferences (flip-a-coin), new branding for NACAS, and awards, etc. There will be an Education Foundation table at the annual conference.

NACAS 50th Anniversary

- Mr. Adams noted that the request for giving must be meaningful and show members an outcome. Suggestions were to ask members to give \$50 per year for the next two years, as well as ask the regions to give \$2,500 each (in addition to what they already give to the Foundation.)
- Campaign language needs to be created on the “what” and why members should give to their association.

Action item:

- The NACAS National Office to put together ideas followed by a small group to meet in mid-May to discuss marketing ideas. The small group includes Mr. Adams, Mr. Mumford, Ms. Reynolds, Mr. Redwine, Ms. Finn and Mr. Morrison.

M/S/P Moore/Hoagland "to adjourn the meeting at 3:40 p.m."

Respectfully submitted,
Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant

2016 Board Calendar

- May 25, 2016 - 2:00 pm – 3:30 pm
- Joint Finance Committee Meeting, June 11-12, 2016 – Boulder, CO
- Summer Board Meeting, August 2-3, 2016 – Nashville, TN
- August 17, 2016 - 2:00 pm – 3:30 pm
- October 7, 2016 – 3:15 pm Joint Executive Meeting w/NACAS
- October 7, 2016 – 4:30 – 6:30 pm
- December 7, 2016 - 2:00 pm – 3:30 pm