

**NACAS Education Foundation
Board of Directors Conference Call
September 21, 2011**

In attendance: Marti Gray, Bill Shiba, Ken Ramey, Teri Bump, Jim Jenkins, Patty Eldred, Jeff Pittman, Charlie Figari, Dave Kratzer, Monica Stoch, Mary Perry, Mike Ellis, Matt Sirinek, Keith Chapman

Staff: Bob Hassmiller, Jeff Perdue, Marcia Oakley

President Gray called the meeting to order at 2:03 p.m. and welcomed everyone.

Review of Minutes

M/S/P Pittman/Eldred “to accept the August 2-3, 2011 meeting minutes as written.”

Financials

Mr. Ramey reported net assets increased \$31,000. He stated that the budget still appears to be in good shape. Member donations are a concern, as we could lose one major donor. Dr. Hassmiller noted that we have a corporate donation of \$125,000 from Barnes & Noble and American Campus Communities has pledged \$30,000.

The Region’s donations have not yet been received, but have been requested. We currently have exceeded the budget in sponsorships for the Robert L. DeMoss Golf Tournament and the Texas Hold ‘Em Tournament. Expenses for board travel and meetings are up from the budget as anticipated. Mr. Perdue noted that the Fidelity investment is not doing as well as it was in June., but is still meeting expectations compared to the industry benchmark.

Fundraiser Updates

Golf Tournament

Mr. Kratzer reported that there are 53 registered players to date. However, there are sponsor spots that need to get registered once we know who the players are. Mr. Ramey stated that the National Office sent out an e-blast to the business partners asking them to consider a \$500 hole sponsorship to kick off the newly named Bob DeMoss Golf Tournament. Special thanks go out to Jim Jenkins and Jerry Turner for their help with the tournament. Discussions are going on with the hotel to see if they will allow Sodexo to provide boxed lunches for the tournament.

Texas Hold ‘Em Tournament

Mr. Figari reported that there are 30 registered players to date. This tournament also has sponsor spots that need to get registered once we know who the players are. The Foundation hopes to net well beyond the budget from both the Texas Hold ‘Em and golf tournaments.

Flip-a-Coin

The flip-a-coin fundraiser will be conducted during the Celebration Luncheon at the annual conference. Volunteers will be needed to help sell beads at this event.

Silent Auction/Raffle

Mr. Sirinek and Dr. Ellis reported that approximately 25 items have been donated for the silent auction and raffle to date. We have some great donations, however more are needed. They encouraged the board to help solicit more donations.

Education Foundation Tracks

Ms. Bump named the two tracks that are scheduled:

Block #1 on Sunday by Perkins & Will – “Student Life 2020 and the Future of Higher Education: Seven Factors Signaling Change”

Block # 6 on Tuesday by Follett and Barnes & Noble – “Industry Leaders Share Perspectives on the Future of Course Materials and Digital Delivery”

Business Partner Reception

President Gray is working with Ms. Perry on this and invitations have gone out.

Certification Update

Dr. Pittman reported that there will be at least 26 people taking the first CASP exam at the annual conference. The Subject Matter Experts (SME’s) are holding virtual test question writing sessions and working to continue to develop questions to build a pool for the spring and fall 2012 exams. Ms. Eldred reported that the second exam will be administered on May 6th at the NACAS South Regional Conference in Austin, TX.

Martha Davidson and Kim Berry are working on constructing a task force to develop a study guide. A meeting was held recently to ensure that the governance structure meshes with NACAS and its Constitution and By-laws. NACAS President, Frank Mumford and President Gray will draft the policies and procedures for the commission. The logistics are in place and marketing efforts are on target with the budget. Ms. Eldred thanked the Education Foundation for supporting this program and Anne Munson for her tremendous work on this, as well as the National Office staff, to make sure that this program is successful.

Corporate Campaigns

President Gray discussed the partnership initiatives with the board. In addition to Barnes & Noble and American Campus Communities (ACC), Allen & O’Hara has committed a one year donation to the Certification Program. Ambling and Capstone have received the CASP case statement and President Gray will follow up. She is pleased with the positive reactions and also thanked Dave Kratzer and Rob Kellner for making the initial contact with these companies. Dr. Hassmiller noted that we need to ask past presidents for Certification donations.

Excellence in Leadership

A group is working on soliciting donations for an Excellence in Leadership Award for an unnamed recipient (to be announced at the annual conference.) Checks are to be sent to the Education Foundation at the National Office with a note that it is for this award. The goal is to raise \$2,000.

Other

Mission and Vision

President Gray thanked Jim Jenkins for his thoughts on the need for Foundation marketing materials. She will add a review of the mission and vision statements to the October meeting agenda, as more marketing tools are needed.

Education Foundation Board Video

The board reviewed the script and testimonial messages to be used for the filming at the Annual Conference. President Gray welcomed any suggestions to these documents. It was decided that the years would be removed from the script because of the shelf life of the video so it can be used in future years. Mr. Shiba confirmed that NACAS president section could be updated annually in the video.

Marketing/Media Update

Ms. Stoch reported that she is compiling information regarding silent auction donations to update the Foundation website. There is one more e-blast to go out before the annual conference. There are opportunities to participate in Foundation activities at the conference. Dr. Hassmiller suggested discussing an early 2012 *College Services* cover to include a photo of the Foundation Board of Directors. Ms. Stoch will discuss this with Naylor.

Memorial

Dr. Hassmiller suggested sending memorials to the Education Foundation in memory of Bob Looney, from Mac-Gray who recently passed away.

There being no further business, the meeting adjourned at 3:02 p.m.

M/S/P Figari/Pittman “to adjourn the meeting.”

Respectfully submitted,

Dr. Bob Hassmiller, CAE
CEO

Marcia Oakley
Executive Administrative & Accounting Assistant