

NACAS Foundation Board
Meeting Minutes
March 27, 2019

<input checked="" type="checkbox"/>	Melissa Moore	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Eddie Mills	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input checked="" type="checkbox"/>	Laura Stevens	Treasurer	<input checked="" type="checkbox"/>	Lillian De Lisle	Assoc. Executive Director
<input checked="" type="checkbox"/>	Matt Portner	Past President	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input checked="" type="checkbox"/>	Nancy Becerra	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input type="checkbox"/>	Aubry Wooten	Director (BP)			
<input checked="" type="checkbox"/>	Mary Perry	Director (BP)			
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)			
<input type="checkbox"/>	Bill Redwine	Director (South)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	Kathryn Le Gros	Director (West)			
<input checked="" type="checkbox"/>	Ryan Greene	Director (ex-officio, voting)			

FINAL 5-29-19

Call to Order / Roll Call

President Moore called the meeting to order at 2:03 p.m.

Approval of January 30, 2019 Minutes

M/S/P Kraner/Mills “to approve the January 30, 2019 minutes as presented.”

Strategic Issues

Campaign for the Future Update

- Mr. Turner gave an update on the progress with the Foundation prospect list. He encouraged board members to help create a culture of giving within our organization by reaching out to these individuals.
- Donations to the Foundation provide scholarships, the NACAS Marketplace and support to students via the NACAS student author contest.
- Individual donations are down compared to last year.
- Ms. Moore sent thank you emails to the regional presidents to again ask for their support of the Foundation. The South region has donated \$4,000.

NACAS Student Grant

- Mr. Turner gave a presentation on the proposed student grant – a fund designed to support student success on college and university campuses by addressing student basic needs such as food insecurity, homelessness and other student anxieties.
- Submissions would include a completed application and a written statement addressing how the program will meet the criteria. Nominations will be evaluated by an advisory committee formed by the NACAS Foundation and include both Foundation Board members and non-board members.
- Multiple grants can be awarded each year as long as the total amount of awarded grants does not exceed \$25,000 a year.
- This aligns with the NACAS Research Advisory Group research over the next two years, which is focused on food scarcity on college campuses.
- The Student Grant(s) would be awarded at C3X and the Foundation would be spotlighted to show what the Board has been doing and how our industry impacts student lives.
- Timeline

- March 27 – Vote on Student Success Grant funding
- June 4 – Launch date
- August 31 – Submission deadline
- September 13 – Advisory Committee shares grant recommendations
- September 25 – NACAS Foundation vote on 2019 winner(s)
- November 5 – Highlight winner at C3X
- The grant will be funded from unrestricted reserves.

M/S/P Stevens/Greene “to approve the NACAS Student Grant proposal as presented.”

Policy Determination: Public & Operational

Officer Terms and Foundation Representative on NACAS Board

- President Moore reviewed a proposal on changing the officer terms on the Foundation Board of directors.
 - Currently the President, Vice President and immediate Past President all serve one-year terms.
 - Proposal – the President and Vice President to serve two-year terms; no immediate Past President and the Vice President or assigned board member to complete the responsibilities currently assigned to the immediate Past President (e.g., chairing the Nominating Committee).
 - The President and Vice President would each serve a total of four years.
 - The Executive Committee to consist of the President, Vice President and Treasurer.

M/S/P Kraner/Peterson “to accept the Foundation Officer Term Limits proposal as presented.”

- Ms. Finn noted that this is a change to the NACAS Foundation By-laws, which will need approval from the NACAS Board of Directors.

Action item:

- **Ms. Oakley to add the By-laws change to the NACAS Board of Directors agenda.**

Retiree Expenses Proposal

- President Moore reviewed the NACAS Foundation Retired Members proposal.
 - The Foundation to pay for travel expenses and registration fees for up to three retired Foundation board members to attend the C3X conference. Registration fees will be the same as fees paid by award recipients.

M/S/P Lynch/Stevens “to accept the Retiree Expenses Proposal as presented to include travel expenses as listed in the NACAS Foundation Travel Policy.”

Ms. Le Gros abstained from voting.

Action item:

- **Ms. De Lisle to update the NACAS Foundation Travel Policy.**

NACAS Store

- Mr. Turner gave an update on sales at the NACAS Store.

Review & Adjustment of Strategy

2020 Budget Process

- Ms. Stevens noted that the Joint Finance Committee Meetings will be held April 25th & 26th in Charlottesville, VA to talk about the budget and prepare for the July board meeting where the budget will be worked on and July 29th at the Summer Board Meeting in Anaheim, CA.
- Mr. Dastoli noted that the 2018 audit has been completed and he is awaiting final copies.

LTM Follow-up and Next Steps

President Moore reminded board members to review the KPIs and goals of the Foundation.

2019 Conference Fundraising Plans

- President Moore reviewed the Flip-a-Coin KPI - Oversee a flip-a-coin event at each Region's Conference and C3X annually with 5% growth year over year based on percentage of attendees.
- The South CX conference is March 31- April 3. The goal this year is to sell at least 142 sets of beads (as of 3/26/19).
- Foundation volunteers for the Flip-a-Coin fundraisers are responsible for working with the business partner representatives on the regional boards on securing the prizes for these fundraisers.
 - Rep for South CX – Eddie Mills
 - Rep for East CX – Mark Kraner
 - Rep for Central/West CX – Laura Stevens
- No update on the Golf Tournament.
- Ms. Le Gros gave an overview of the Raffle and Silent Auction the past few years (pros & cons), the net received, and the amount of labor hours involved to conduct this fundraiser. Options were reviewed to revamp the Raffle or create a new event, such as an online digital game, as gamification is expensive. This would build affinity by having members more involved.
- President Moore presented the idea of an Annual Pinning Ceremony at C3X where members would earn points for participating in Foundation fundraisers.
- No action was taken on the 2019 conference fundraising plans during this meeting.

Action item:

- **Ms. Stevens, Ms. De Lisle and Ms. Vercellone have a meeting planned to discuss affinity at the closing event at C3X. Ms. Peterson volunteered to work with this group as well.**

Routine Board Business

NACAS Board of Directors Report

- Mr. Greene reported that Gheretta Harris, the current At-large position on the NACAS Board focuses on business partners. Ms. Harris' term ends this fall. The new At-large position will focus on volunteerism as a continuance of the Leadership Team Meeting (LTM).
- The NACAS Strategic Long-Range Plan and 2018-2021 Strategic Plan were updated and approved.
- Funds were approved for rewriting the Certification (CASP) questions for future exams.
- D.J. Pepto, Director of NACAS Research updated the NACAS Board on benchmarking efforts and plans.
- NACAS is looking to partner with the Hispanic Association of Colleges and Universities (HACU).
- Future LTM locations and dates:
 - January 27 – 31, 2020 in Tucson, AZ
 - January 18 – 22, 2021 in Austin, TX

NACAS Office Report

- No update.

New Business

- No new business.

M/S/P Greene/Lynch “to adjourn the meeting at 3:40 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant