

NACAS Foundation Board
Meeting Minutes
May 22, 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 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 type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input 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 checked="" type="checkbox"/>	Aubry Wooten	Director (BP)			
<input checked="" type="checkbox"/>	Mary Perry	Director (BP)			
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)			
<input checked="" 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 6-26-19

Call to Order / Roll Call

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

Approval of March 27, 2019 Minutes

M/S/P Mills/Stevens “to approve the March 27, 2019 minutes as presented.”

Strategic Issues

NACAS Student Grant Update

- Ms. De Lisle discussed how the language and branding message derived from surveys completed by the NACAS and Foundation Boards along with 10 other key stakeholder interviews.
- There were five names presented to the Foundation. From those who responded to the form sent out prior to this meeting, the Campus Care Grant received the most support, followed by Flourish Grant and Powering Potential Grant.

M/S/P Greene/Redwine “to approve the Campus Care Grant as the name for the Foundation’s student basic needs grant.”

- With the addition of the grant, the NACAS Foundation Policy Manual needs to be updated to include policies for grants. The proposed Policy includes similar language to the awards and scholarship policies.

M/S/P Wooten/Stevens “to approve Policy Section 604 of the NACAS Foundation Policy Manual as presented.”

- An advisory committee to review grant applications will be comprised of people on the NACAS Foundation Board, as well as non-Board members. Possibilities for consideration include the NACAS Board, Awards committee reps, and the Research Advisory Group.
- Ms. Le Gros and Ms. Peterson volunteered to participate on the committee.
- Anyone who is interested in joining this committee, please email President Moore by June 14.

- President Moore will propose a committee of 5-7 people by the June meeting for approval.

2019 Conference Fundraising Plans

Flip-a-Coin

- President Moore stated that the post-conference goal for NACAS South was 148 beads, which was exceeded.
- As of today's total East CX registrations, the flip-a-coin goal for NACAS East is 100 beads. Mr. Kraner will be representing the Foundation at East CX.

Golf Tournament

- No report provided.

Affinity Event/Raffle/Other Fundraising Ideas/Donor Reception Proposal

- Ms. Stevens reviewed the proposal for fundraising activities at C3X 2019.
- There will be no Silent Auction.
- The raffle will feature a small amount of higher value items and will be placed in key locations and times to capture the greatest participation. The raffle will not be located in the Expo hall.
- Ms. Stevens reviewed a financial budget for these activities that outlines realistic revenue and expenses.
- Business Partner bundles will be available to maximize participation and revenue; it also offers an opportunity for business partners to engage with members.
- The goal is to sell out of the options prior to C3X. If needed, we will be able to sell additional pins.
- There was and will continue to be intentionality to limit the feeling of attendees needing to pay more to experience C3X.

Action item:

- **Mr. Turner will share out marketing language for Board members to use in encouraging individuals and business partners to purchase these bundles and individual tickets before the conference begins.**

No action was needed or taken.

Policy Determination: Public & Operational

Articles of Incorporation

President Moore brought to attention that this was discussed previously at the Summer Board Meeting and approved at the December 2018 Foundation board meeting.

Ms. De Lisle brought focus to the changes to specific language that are required for the Virginia State Commissioner's approval.

M/S/P Perry/Mills "to approve the updates to Articles of Incorporation as presented."

Board Travel

Ms. De Lisle provided an update that the retiree travel policy that was approved at the last meeting is now updated in Section 701 of the NACAS Foundation Policy Manual.

Review & Adjustment of Strategy

Foundation KPI Tracking

- President Moore reviewed the progress made towards the KPIs.

Donor Prospecting

- President Moore discussed the need for Foundation Board members to make asks to prospects to donate to the Foundation on a monthly basis. It was recommended to leverage the in-person experience at regional conferences to make these asks.
- The Foundation Prospect List link is available to see prospects to reach out to.
- President Moore reached out to all recurring donors whose donations expired after 2018.
- President Moore encouraged Board members to ask others they know who are not listed who may be good to ask and add them to the spreadsheet.

Treasurer's Report

1st Quarter Financials

- Ms. Stevens reviewed the first quarter financials.
- We are tracking significantly behind in individual donations due to many recurring donations expiring after the 50th Anniversary Campaign. Ms. Stevens made a call to action that we be more aggressive in our strategy and get people re-engaged in a monthly donation.
- A majority of donations in 2017 and 2018 were from the recurring donations that expired after 2018.
- In 2018 there were 96 unique donors. Currently YTD there are 50 unique donors. There is a need to diversify the group of donors and increase total unique donors. The prospect list includes people who have never given to the Foundation.
- Overall, we are projecting a net loss of approximately \$53,000 in the operating budget of the Foundation.

Action item:

- **Each Foundation Board member to make 2-4 emails or calls to prospects by the June 26 Board meeting.**

Action item:

- **Mr. Turner to create language that outlines the Campus Care Grant and ways people can contribute to the grant by donating to the Foundation, and ways in which individuals can apply for the Grant.**

Joint Finance Committee Meeting Recap

- The Joint NACAS & Foundation Finance Committee meeting occurred in April in Charlottesville, VA.
- Ms. Stevens explained the new model of the in-person meetings, having one in April and one in July prior to the summer board meeting, instead of another separate one in June.
- A draft budget will be reviewed at the July joint finance committee meeting which will occur adjacent to the summer board meetings. The Foundation will review during their board meeting in July.

2018 Audit

- Ms. Stevens reported that the Foundation received a clean audit with no findings.
- This year there are new reporting laws requiring a breakdown in program expenses. This new format is reflected in the audit report.

M/S/P Perry/Lynch "to approve the audited 2018 financials."

Routine Board Business

NACAS Board of Directors Report

- Mr. Greene stated that the NACAS Board approved committee composition changes last week. This included a new recruitment strategy to include redeveloping the volunteer web page, promoting an open call for volunteers, and encouraging regions to follow similar recruitment strategies. There will also be a continued engagement strategy for committee volunteers.
- The At-Large position for the NACAS Board that will become vacant this year will be focused on the volunteer experience for the next term.

- The first quarter 2019 Financials were reviewed, and the 2018 Audit was approved.
- Agenda items were discussed for the summer board meeting.
- NACAS president, Carlos Garcia and Director of Member Engagement, Corey Salem attended the Hispanic Association of Colleges and Universities (HACU) International Conference in Puerto Rico. This is a good recruiting opportunity for NACAS.

NACAS Office Report

- Ms. Finn noted that today is the official birthday of NACAS.
- The Certification Commission is working on CASP exam development and put together a workshop last week of Subject Matter Experts (SMEs). The goal is to have the new exam ready by C3X 2019.
- The NACAS office is no longer renting the third floor of the building and has consolidated office space to two floors. This will reduce expenses.
- Esi Yarney, NACAS' Accounting Coordinator, is moving to Northern Virginia this summer and we are currently recruiting for this position.
- Mr. Salem attended the Kentucky Auxiliary Services Association (KASA) annual conference last week.

New Business

- The NACAS Board has reviewed the changes to the Bylaws that were proposed by the Foundation. The revisions were provided in the materials for reference.
- President Moore reminded the Foundation Board members to book their travel for the summer Board meeting by June 28. If flights exceed \$750 (per the Travel and Expense Reimbursement Policy in the NACAS Foundation Policy Manual), this requires approval from Ms. Finn as CEO.
- Mr. Redwine shared that he and Mr. Turner have a call with a business partner on a possible campus safety grant.

M/S/P Greene/Stevens “to adjourn the meeting at 3:29 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Lillian De Lisle
Associate Executive Director