

NACAS Foundation Board
Meeting Minutes
September 25, 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 Stott	Assoc. Executive Director
<input type="checkbox"/>	Matt Portner	Past President	<input checked="" 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 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 type="checkbox"/>	Kathryn Le Gros	Director (West)			
<input type="checkbox"/>	Ryan Greene	Director (ex-officio, voting)			

FINAL 11-1-19

Call to Order / Roll Call

President Moore called the meeting to order at 2:02 p.m.

Approval of July 31-August 2, 2019 Minutes

M/S/P Mills/Lynch “to approve the July 31 - August 2, 2019 minutes as presented.”

Eight “Yes” votes

Zero “No” votes

Zero abstentions

Strategic Issues

NACAS and Foundation MOU Update

- Ms. Stott explained the edits in the MOU draft that was provided with the board materials that outline the mutual services that are shared, as well as the operational relationship between NACAS and the Foundation. Some language is still being tweaked with NACAS’ attorneys, and a final recommendation will be proposed at the November Board meeting.
- Both the NACAS Board and Foundation Board will need to approve the final MOU.

Small Groups Updates

Business Partner Support

- Mr. Turner reported that this small group met and discussed the evolution of business partner support and how to position the Foundation to receive dollars from business partners. They are working on creating a digital document to send to current business partners and business partners on campuses after C3X to tell the story of the Foundation, highlight the Campus Care Grant and make the ask. One of the board members of this group will take the lead moving forward.

Foundation Activities

- Ms. Stott reported that this small group met and took ideas from the brainstorming activity that was held during the summer board meeting and ranked each of the ideas based on criteria for long-term success. The criteria includes potential revenue in the short-term and long-term, the ease to produce the activity, the potential to increase participation and the ability to create affinity

with the Foundation. The ideas will be narrowed down to what can be done throughout the year and long-term. The Flip-a-coin fundraiser will continue for the time being. Ms. Le Gros will take the lead with this group going forward.

Individual Donations

- Ms. Peterson reported that this small group met twice since the summer board meeting. She will be on the next Committee Chair Council (CCC) call to solicit support and donations to the Foundation to match what Ms. Bump has donated on their behalf, with a goal of 100% participation with this leadership group. A letter will be created to send out to this group, as well as the attendees of the Leadership Series. The plan is to get 100% participation from this group as well. A link will be added to the webinar follow-up emails that go out to webinar attendees to donate to the Foundation. The C3X app will have a button where individuals can donate to the Foundation. This will be scripted in during certain events at the conference and attendees can donate anytime. NACAS will be able to track donations made during C3X. We have 100% donor participation from both the NACAS and Foundation boards. The Foundation Giving matrix will be shared with the Board in the NACAS Lounge.

Long-term Financial Planning

- Mr. Dastoli noted that this small group has yet to meet. The goal is to look at the long-term financial situation of the Foundation, how to utilize the assets and reserves and look for additional revenue streams.

Policy Determination: Public & Operational Proposed Bylaws Changes

- Ms. Stott noted that Foundation Finance Committee is looking to be more efficient and reduce the operating expenses of the Foundation. The Board held discussion during the summer board meeting on whether a full audit is needed every year or if they could hold a yearly review and a full audit every three years. This would require a Bylaws change to Section 1 Audit.
- The proposed change would read: "Every three years, there shall be an audit of the financial books and records of the Corporation conducted by a properly-accredited independent public accounting firm selected by the Board of Directors."
- This will be presented to the NACAS Board in November for their approval.

M/S/P Redwine/Stevens "to approve the Foundation Bylaws change from annual audits of the Foundation financials to every three years."

Eight "Yes" votes

Zero "No" votes

Zero abstentions

Review & Adjustment of Strategy

NACAS Campus Care Grant Recipient(s)

- President Moore reported that NACAS received 99 complete applications for the grant. The sub-group has been reviewing them and matching criteria. Discussion was held on the Foundation Board either voting electronically or giving authority to the sub-group to decide the recipient(s). The group agreed to vote electronically once the final recipient(s) are chosen.

2019-2020 Board Nominations

- President Moore noted that there are three members rolling off the Foundation Board: Mr. Portner, Ms. Becerra and Ms. Perry. The Nominating Committee met and recommends the following Foundation Board members and treasurer:

Treasurer – Laura Stevens, Maryville University - St. Louis [1-year]

Board Member (Central region) – Ron Portwine, Saginaw Valley State University [3-years]

Board Member (Central region) – J. Rex Tolliver, University of Illinois at Chicago [3-years]

Board Member (East region) – Mark Kraner, George Mason University [3-years]

Board Member (East region) – Pam Burke, Shenandoah University [3-years]

Board Member (Business Partner) - Kara Bunde-Dunn, PrismRBS [3-years]

- The president and vice president are not up for re-election this year.

The motion comes from the Nominating Committee and does not require a second.

Motion passed “to approve the 2019-2020 Board slate as presented.”

Seven “Yes” votes

Zero “No” votes

One abstention

- This will be presented to the NACAS Board in November for their approval.

Central Past Presidents Scholarship Selection

Ms. Stott reported that the Central Board met and after reviewing all nominations submitted, voted to award past president, David Wahr with a \$1,500 scholarship.

M/S/P Stevens/Peterson “to accept the recommendation of the Central Board to award David Wahr with a \$1,500 NACAS Central Past Presidents Scholarship.”

Eight “Yes” votes

Zero “No” votes

Zero abstentions

C3X 2019 Fundraising Event Updates

Flip-a-Coin

No update.

Golf Tournament

- Mr. Redwine gave an update on the golf tournament planning. The tournament will award \$50,000 if someone makes a hole-in-one (on one specific par 3 hole) and on the other par 3 holes, a flat screen TV, a set of Callaway golf clubs and a round trip domestic air fare to anywhere in the United States. The group will look at past NACAS golf tournament players to recruit. KASA committed to a \$2,000 sponsorship. Early bird registration closes on September 27th and the group will look for volunteers to assist with some things at the tournament (e.g., spotting for the hole-in-one to validate the insurance policy). Golf dedicated ebcasts will continue to go out to members.
- Mr. Turner reported that Grubhub is sponsoring the cornhole tournament. KASA and Sodexo have purchased packages that include the pin, cornhole and golf tournaments. Mr. Turner is working on additional sponsorships

Raffle

- Ms. Stevens reported that small items are still needed with a suggested value of \$500 (e.g., Apple watch, iPad, air fare, gift cards, etc.) There will be a sign-up sheet for volunteers to help with the fundraising events at C3X.

Affinity Event

- Ms. Stevens gave an update on the cornhole tournament.

NACAS Foundation Pin

- Ms. Stevens gave an update on the number of C3X Elevated commemorative pins that have sold. This includes exclusive access to NACAS Foundation areas throughout the conference. All proceeds benefit the NACAS Foundation. The small group will be reaching out to the regional boards with talking points. Board members were asked to help solicit items from business partners for prizes.

Donor Reception

- Ms. Vercellone gave an update on the Foundation Donor Reception. Invites to the reception will go out to donors this week.

Donor Prospecting Check-in

- Mr. Mills gave a brief update on donors. The Foundation prospect list is being put on hold, as the small group is working on individual donors.

Strategic Plan Check-in & Review

- Ms. Finn noted that we will surpass the KPI goal of growing the number of unique donors by 1% of the NACAS membership annually to the Foundation.

Routine Board Business

NACAS Board of Directors Report

- Ms. Finn reported that a group was formed to work on a NACAS Board Code of Conduct.
- The NACAS Board reviewed the NACAS and Foundation MOU
- The NACAS 2020 budget draft was approved and this will be voted on at the Annual Business Meeting in November.
- The NACAS 2019-2020 standing committees and advisory groups list was approved. The committee vacancy process changed based on Leadership Team Meeting (LTM) feedback.
- Ms. Finn noted that NACAS has a policy that no person can be nominated to the NACAS Board of Directors if there is a person already on the board from that same institution. The Board approved the slate of officers during the summer board meeting. Since then, Mr. Greene accepted a new position at Georgia Tech. The treasurer candidate is also from Georgia Tech. The NACAS president and CEO can make an exception. Since this transition followed the nomination cycle and since there is no reporting line between the two individuals on the Georgia Tech campus, it was agreed that there was no conflict.

NACAS Office Report

- Ms. Vercellone reported that there are 508 delegates as of September 20th, which is pacing ahead to date. There are 150 unique companies representing 195 10x10 booths sold (the expo hall is almost full).
- Ms. Finn reported that board member rooms are reserved at The Westin for C3X.
- The board meetings will be held at the Westin on Friday, November 1st.
- Ms. Oakley will be sending out a board related event list soon.
- The NACAS office is looking at new phones and will begin using Zoom for future board calls.
- The new CASP exam will be offered at C3X. Those on the board who have the designation were asked to take the new exam at the conference (counts toward recertification and their current designation will not be affected) and those without the designation were asked to consider taking it as well. This is a way to help ensure that NACAS has a quality new exam.
- Mr. Redwine's mother recently passed away. NACAS donated \$100 to the St. Claire Foundation in her memory.
- Two positions have been recently filled at the NACAS office.
 - Jaclyn Galan started mid-August as the new accounting coordinator.
 - Mark Sherrill started last week as the new database and systems administrator. His role will be member facing engagement and Delcor has been contracted to handle hardware, computers and network infrastructure.

New Business

- President Moore canceled the October 23rd board call, as the board will meet on November 1st in Phoenix at C3X.
- The West, Central and East regions have committed to donating to the Foundation.
- President Moore will reach out to the regional presidents to include C3X Foundation fundraising activities in their regional newsletters and other regional communications.
- Happy birthday to Mr. Lynch!

M/S/P Kraner/Stevens “to adjourn the meeting at 3:23 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant