

NACAS Foundation Board  
Meeting Minutes  
December 11, 2019

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<input checked="" type="checkbox"/>	Melissa Moore	President	<input 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"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input type="checkbox"/>	Aubry Wooten	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input checked="" type="checkbox"/>	Kara Bunde-Dunn	Director (BP)	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	J. Rex Tolliver	Director (Central)			
<input checked="" type="checkbox"/>	Ron Portwine	Director (Central)			
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)			
<input checked="" type="checkbox"/>	Pam Burke	Director (East)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Bill Redwine	Director (South)			
<input type="checkbox"/>	Kathryn Le Gros	Director (West)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input type="checkbox"/>	Mark Ironside	Director (ex-officio, voting)			

FINAL 1-27-2020

### **Call to Order / Roll Call**

President Moore called the meeting to order at 2:02 p.m. and welcomed new board members.

### **Approval of November 1, 2019 Minutes**

**M/S/P KranerLynch "to approve the November 1, 2019 minutes as presented."**

10 "Yes" votes

Zero "No" votes

Zero abstentions

### **Strategic Issues**

#### **Small Groups Updates**

#### Business Partner Support

- Mr. Turner noted that the group is reviewing language for a business partner Foundation brochure to be sent to business partners on campus to show how they can give to the Foundation and to learn more about what it does.
- The group is looking to create a \$10,000 campus safety grant and plans to ask the Firehouse Foundation to support this financially to cover the grant and associated operational costs.

#### Foundation Activities

- Ms. Stevens noted that the group is continuing to rate the fundraising activity event ideas. Suggestions will be presented to the board in January to vote on which activities the Foundation will conduct and who from the Foundation will lead them.

#### Individual Donations

- Ms. Peterson referenced the individual donor spreadsheet and it was reviewed by the board.
- Discussion was held on changing the KPI on donor calls.
- Mr. Turner noted that end-of-year giving eblasts have gone out to members.

#### Long-term Financial Planning

- Mr. Dastoli reported that the group held their first call last week. They discussed the current year budget and are looking at the next 2-3 years to task the group to look at ways to generate more revenue and shift the ratio of operating revenue compared to operating expenses.

#### **Strategic Goals Adjustment - Next Steps**

- President Moore noted that the KPIs are being reviewed and the goals will be updated at the January meeting in Tucson.

#### **End of Year Giving / Giving Tuesday**

- The NACAS Foundation has a goal to raise \$10,000 by December 31, 2019 in the NACASCARES holiday giving campaign. The mission is to continually position auxiliary professionals, the higher education market, and ultimately, students for success. Contributions are tax-deductible.
- Mr. Dastoli reported that the Foundation has received close to \$1,000 toward the \$10,000 goal.

#### **Campus Care Grant**

- President Moore noted that the group met for a debrief and feedback for the 2020 process.
- Ms. Stott noted that the timeline will be expanded in 2020 and is looking at a deadline in early August to give the committee time to review the submissions and get everything ready for C3X. The plan is to open the application process in March. The group is looking at weighing criteria in some areas, making sure the program is sustainable on campus and making it transferable to other institutions. Work will be done on clarifying the language used in communications and how the grant is promoted. In the future, if the request is for an existing program it would need to list how they are working to expand/improve it. The next review committee will have someone from the Foundation executive committee be the point person, again include members of the NACAS board and have continuity year after year. A summary will be provided to the board in January.
- President Moore noted that this is a three-year commitment and the board needs to seek funding for the grant.

#### **Policy Determination: Public & Operational**

##### **New Board Orientation**

- Ms. Stott noted that the virtual orientation for new Foundation board members was held on December 21st and it went well.

#### **Review & Adjustment of Strategy**

##### **Treasurer's Report**

- Ms. Stevens reviewed the financial position of the Foundation and the 2020 budget.
- Discussion was held on the C3X fundraising goals that were not met.
- The new board members were advised of where the Foundation invests, the average earning percentage, and how the Foundation is looking to save on expenses.
- President Moore requested that board members think about the goals, KPI's and the budget and submit suggestions by January 15th to discuss at the next meeting.

**M/S/P Bunde-Dunn/Redwine "to approve the 2020 budget as presented."**

10 "Yes" votes  
Zero "No" votes  
Zero abstentions

### **2019 C3X Recap**

- Ms. Stott gave a presentation on C3X 2019.
  - Total attendance was 1,329 including 618 institutions representing 343 unique institutions and 706 business partners representing 209 unique companies.
  - The board reviewed the net revenue from each fundraising event. The total net revenue was \$27,050.
- Mr. Redwine noted that feedback was positive regarding the Robert "Bob" DeMoss Golf Tournament. The group is looking at adding trophies in the future.
- Ms. Stevens stated that the Foundation needs to secure sponsors to support these fundraisers to underwrite the costs of these events to maximize the return.
- Mr. Portwine asked that additional clarity be provided on the tracking of business partner dollars historically to the Foundation, as well as any impact of business partner sponsorships shifting from the Foundation to NACAS.

### **Strategic Plan Check-in & Review**

- Mr. Mills suggested that board members review the Strategic Plan link to see where the board is on the KPI's. These will be updated at the January meeting.

### **Routine Board Business**

#### **NACAS Board of Directors Report**

- No report.

#### **NACAS Office Report**

- Ms. Stott reported that the Leadership Team Meeting (LTM) topics include:
  - What's Next for NACAS?
  - Affordability of Higher Education
  - Benchmarking Update
  - Strategic Plan Check-in/Review
  - CASP
  - Diversity and Inclusion in NACAS Leadership
- Board members were reminded to book their flights to Tucson, complete the event travel form and submit it by December 16th. The board meeting schedule was reviewed as to when to arrive/depart.
- Newton Award winner, Jean Kwaterski has decided to allocate \$1,500 to the Central Region Past Presidents Fund and \$1,000 to the Hassmiller CASP Scholarship.
- The board was informed in November that Corey Salem will be leaving his position as Director of Member Engagement effective the end of December, as he will be starting a new career opportunity. The position will be renamed to Director of Membership. The NACAS office has received a large number of resumes. Phone interviews are being held this week with the goal to have a person on board in January and have them attend the LTM.
- The NACAS Office will be closed December 24th through January 1st.

Mr. Lynch reported that additional funds were secured from business partners at CSU Fullerton and a check for \$5,000 will be sent to the NACAS Foundation.

**New Business**

- No new business.

**M/S/P Lynch/Stevens “to adjourn the meeting at 3:35 pm.”**

Respectfully submitted,

Lillian De Lisle Stott  
Associate Executive Director

Marcia Oakley  
Executive Assistant