

NACAS Foundation Board Meeting Minutes
The Westin La Paloma
January 27, 2020
Tucson, AZ

<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 Stott	Assoc. Executive Director
<input checked="" type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input checked="" 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 type="checkbox"/>	Pam Burke	Director (East)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input type="checkbox"/>	Bill Redwine	Director (South)			
<input checked="" type="checkbox"/>	Kathryn Le Gros	Director (West)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	Mark Ironside	Director (ex-officio, voting)			

FINAL 4-29-2020

Call to Order / Roll Call

President Moore called the meeting to order at 12:30 p.m. and welcomed everyone.

Approval of December 11, 2019 Minutes

M/S/P Wooten/Lynch “to approve the December 11, 2019 minutes as presented.”

12 “Yes” votes

Zero “No” votes

Zero abstentions

Strategic Issues

- Ms. Finn noted that the small groups are meeting and there are overlapping themes.
- Ms. Finn shared that a 3-year Foundation Strategic Plan will be created at the Foundation summer board meeting.

Small Groups Updates

Business Partner Support

- Mr. Turner shared that the small group has been working on a support PDF that includes introductory information of the Foundation and ways to support its mission. He noted that this will be shared when finalized in early February. This will be used as a tool to share with business partners or use as an “elevator speech” for Foundation board members.
- Mr. Turner reported that the group will be focusing on finding business partners to support several of the grants and awards that the Foundation supports (e.g., Campus Care Grant, Ladson scholarship, etc.).
- Mr. Turner requested support from board members to reach out to business partners on their individual campuses. He noted that business partners need an ROI to justify giving or any sponsorships and that the business partners’ goals are unique to each company.

Foundation Activities

- Ms. Le Gros stated that the group started with the list from the 2019 summer board meeting and narrowed down the activity ideas based on different criteria to include cost and logistical needs.
- The group came up with five activities:
 - Fun Run - this event planning needs to start earlier in the year as it has regional, C3X, and virtual components.
 - Duck Race - this event was eliminated due to the high expense and logistics.
 - Pin – this would be a similar concept to the 2019 C3X Elevated pin experience.
 - Exclusive event tied to a keynote speaker - this is dependent on who the speaker is at C3X.
 - Miniature Golf - this idea has been given to the golf group to focus on.
- An idea was shared to create a peer to peer giving campaign on behalf of NACAS award winners, possibly creating competition among regions as well.

ACTIONS:

- **NACAS staff to bring a recommended process and Bylaws update regarding regional representation to the next Foundation board meeting for review and consideration.**
- **The activities group to come to the March meeting with a recommended plan for 2020 activities, in addition to a recommended 3-year Strategic Plan to consider in August.**

Individual Donations

- Ms. Peterson noted that the group has evaluated and adjusted the existing KPIs, as well as added two new ones related to individual giving. The KPI around growing individual donors from a measurable of NACAS membership (1%) was changed to growing individual donors by 5% year-over-year.
- The individual donors group will be sending letters to all one-time donors from 2019 to consider a recurring donation in 2020. Members of this group will follow-up with a personalized phone call or email.
- Discussion was held on 100% giving by the leadership.
- Mr. Tolliver will now be a part of the individual donors group.
- Ms. Bump committed a \$5 donation to the Foundation per participant at the LTM. NACAS staff, specifically Ms. Finn, Ms. Stott, Ms. Vercellone, Mr. Dastoli, and Mr. Turner, will personally match that amount (\$10 per attendee). The Foundation will ask attendees to either match or double that donation amount to the NACAS Foundation.

ACTION:

- **The individual donors group to come back in March with a recommendation to the board on leadership expectation and dollar amount.**

Long-term Financial Planning

- Mr. Dastoli stated that the group has held two calls and developed two charges.
 - Assess the long-term financial health
 - Create strategies/guidelines of how to achieve these goals
- This group plans to research other foundations/fundraising organizations and send out resources to review.
- Work will begin on a 3-year Foundation financial strategy, which will inform upcoming work around the overall Foundation Strategic Plan.

Strategic Plan Check-in & Review

- The board reviewed the 2019 KPIs, as well as the worksheet that included the work to date from the sub-committees.
- Ms. Finn shared some historical reference to the current KPIs and discussed how the Foundation would make its own Strategic Plan.
- Ms. Stott captured updates to share at LTM.

ACTIONS:

- **NACAS Staff to wordsmith the goals and KPIs post LTM feedback and bring back a recommendation at March BOD meeting.**
- **Mr. Mills, Mr. Redwine, Ms. Bunde-Dunn, Mr. Wooten, Mr. Portwine, Ms. Vercellone and Mr. Dastoli to regroup to discuss the future of the golf tournament to ensure inclusivity and simplified logistics for C3X 2020.**

Long-term Vision/Plan for Foundation

- President Moore reviewed the history of the Foundation.
- Discussion was held on the possibility of college institutions covering Foundation-related travel.
- Ms. Bunde-Dunn recommended exploring a two-day in-person meeting at LTM in order to plan out more of the year's strategy instead of traveling to both LTM and the summer board meeting to help minimize expenses.

Donor Recognition

- President Moore reviewed the *Year in Review* that will be given to every donor and placed on the NACAS website.

Policy Determination: Public & Operational Feedback - Outgoing Board Members

- Ms. Finn reviewed the outgoing board members feedback. In general, all are happy with the direction of where NACAS Foundation is headed.

Review & Adjustment of Strategy

Treasurer's Report

- Ms. Stevens reviewed the EOY 2019 Financials, highlighted the earnings and discussed the calculated risks to include the Campus Care Grant.
- The long-term financial planning group is focusing on the investment plan and looking at overall policies regarding the financial plan.
- A Joint Finance Committee meeting will take place on April 16th & 17th in Charlottesville, VA to do a deep dive and work with NACAS to make sure that we are aligned. The committee will meet again in August at the summer board meeting in Atlantic City, NJ.

2020 Conference Fundraising Plans

Flip-a-Coin (C3X & Regional CXs)

- President Moore requested volunteers for Flip-a-Coin at the regional CXs. Goal numbers will be given to each volunteer prior to the event.
 - Volunteer leads:
 - Central - J. Rex Tolliver
 - East - Mark Kraner
 - South - Eddie Mills
 - West - Tony Lynch

Golf Tournament

- Ms. Le Gros mentioned the regroup previously discussed.

Raffle

- Ms. Stevens shared that the activity group will meet to discuss the revenue, expenses, and time required to conduct the raffle and will determine if they would pursue this activity in 2020.

Campus Care Grant Update

- President Moore went over the Campus Care Grant Update:

Campus Care Grant 2019 Themes and Recommendations:

1. The deadline for submissions has been recommended to be moved earlier than in 2019 (possibly July 31st), to allow for a longer period for review.
2. Marketing of the Campus Care Grant will begin earlier in 2020 than in 2019.
3. The review group will consist of six volunteers, who will serve two-year appointments, and one non-rotating NACAS staff member. A specific role on the Foundation Board will be expected to participate with other volunteers. The combination of NACAS and Foundation Board members was valuable and will continue.
4. The Foundation will clarify in marketing materials that the Grant is designed for creating a new or enhancing an existing program, vs. funding scholarships or discretionary funds.
5. Amidst existing criteria, Sustainability and Replication will be weighed more heavily for future submissions.

Routine Board Business

NACAS Board of Directors Report

- Mr. Ironside noted that a focus for the year was how do we manage volunteer support. NACAS At-large board member, Emily Messa was onboarded to work with volunteers.
- Mr. Ironside reviewed the CCC Quarterly Report/Dashboard.
- Mr. Ironside shared that the NACAS Board of Directors will be working with certified professional coach, Christine Brodmerkel tomorrow on the Energy Leadership Index.

NACAS Office Report

- Ms. Finn shared that new Director of Membership, Jeff Tice, will be joining the NACAS board and LTM group tomorrow. Mr. Tice comes from West Virginia University with a background in student recruitment and orientation.
- Ms. Finn reviewed the summer board meeting schedule that was included with board materials.

New Business

- There was no new business.

M/S/P Le Gros/Portwine “to adjourn the meeting at 4:42 p.m.”

12 “Yes” votes

Zero “No” votes

Zero abstentions

Respectfully submitted,

Kelsey Harmon Finn
CEO

Ashley Vercellone
Senior Director of Events & Operations

Prepared by Marcia Oakley
Executive Assistant