

**NACAS Foundation Board  
Meeting Minutes  
June 23, 2021**

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<input checked="" type="checkbox"/>	Eddie Mills	President	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Interim CEO
<input checked="" type="checkbox"/>	J. Rex Tolliver, CASP	Vice President	<input type="checkbox"/>	Kennedy Turner	Chief Revenue Officer
<input checked="" type="checkbox"/>	Pam Burke	Treasurer	<input type="checkbox"/>	William Hurley	Dir of Membership
<input type="checkbox"/>	Kara Bunde-Dunn	Director (BP)	<input checked="" type="checkbox"/>	Molly Caldera	Admin. Assistant
<input checked="" type="checkbox"/>	Carty McMullen	Director (BP)	<input checked="" type="checkbox"/>	Lindsay Hodges	Registrar & Ops Mngr.
<input checked="" type="checkbox"/>	Ron Portwine, CASP	Director (Central)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Bill Redwine	Director at large			
<input type="checkbox"/>	Krystal Lewis	Director (West)			
<input checked="" type="checkbox"/>	Kathryn Le Gros, CASP (Emeritus)	Director at large			
<input checked="" type="checkbox"/>	Phil Allison	Director (East)			
<input checked="" type="checkbox"/>	Matt Portner, CASP	Director (ex-officio, voting)			

**1. Call to Order / Roll Call**

- President Mills called the meeting to order at 2:03pm Eastern.

**2. Approval of June 23, 2021 Minutes**

**M/S/P Redwine/Peterson “to approve the April 28, 2021 minutes as presented.”**

10 “Yes” votes

Zero “No” votes

Zero abstentions

**Strategic Issues**

**3. Strategic Discussion Follow-Up**

- Ms. De Lisle Stott reviewed the talking points put together for the working groups to use when fundraising. Elements of these talking points will be incorporated into marketing efforts, too.
- Ms. De Lisle Stott presented current fundraising strategies for the Foundation and recent initiatives to encourage donations. She also shared some key metrics that the Foundation can continue to monitor, as well as some fundraising challenges, especially due to the pandemic.
- Looking forward, she encouraged the development of Business Partner sponsorships for events, continuing to host low cost, low barrier of entry events, and introducing more people to the Foundation through education.
- NACAS staff will share the data points in the NACAS Lounge and ask for feedback of any other metrics that will be helpful to monitor moving forward.

**Review & Adjustment of Strategy**

**4. Treasurer’s Report**

- Ms. Burke presented the 2020 independently reviewed financial statements. She said the report was positive and there was nothing unexpected in the review.

**M/S/P Portner/Allison “to approve the 2020 Independent Financial Review as presented.”**

10 “Yes” votes

Zero “No” votes

Zero abstentions

- Additionally, Ms. Burke shared updates on strategic goals of the Long Term Financial Planning group. She spoke of the investment strategy the Foundation is taking to continue growing its portfolio and increase financial stability. She also shared the intent to ask the Regions for a 3-5 year commitment in the future.

#### **5. Nominating Committee Update**

- President Mills thanked Ms. Le Gros for her service to the Foundation throughout her term. He requested nominations to be submitted for her replacement.
- The nomination will be finalized in September, with a three-year term starting in October 2021.

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

#### **6. Working Group Updates**

- **Activities**
  - Ms. Burke spoke about the Activities Group. She shared the success of the Fun Run and hopes for more activities like it in the future. Current activities in the planning stage are a Cash Raffle and another Fun Run.
  - The Activities Group is looking for Business Partners to sponsor these activities. Anyone with potential sponsor ideas should send them to Ms. Burke.
- **Individual Giving**
  - Ms. Peterson spoke about individual giving rates for the Foundation with the goal being to have 100% of recurring donors give again.
  - Ms. Peterson and others are looking for more direction on how to make people excited to give to the Foundation.
  - Mr. Tolliver brought up the possibility of creating a new award or leveraging existing awards to generate excitement.
- **Partnerships**
  - A report will be provided in July.

#### **7. NACAS Board of Directors Report**

- Mr. Portner shared that the C3X emails have gone out and expects to share registration numbers soon.
- The CEO search continues, with first round interviews in June. The first interview will be virtual 20-minute interviews with a plan for in-person interviews to take place late this summer.

#### **8. NACAS Office Report**

- Ms. De Lisle Stott introduced Ms. Molly Caldera, the new temporary Administrative Assistant.
- Award nominations are due July 1, 2021 and Campus Care Grant Applications are due July 30, 2021.
- Regional CX events occurred this month. South, West, and East held a joint event June 8-10 and Central held an event June 17. All four events were well attended and satisfaction with CX South, West, and East had average satisfaction scores between 89-94% each day.
- Ms. De Lisle Stott and Mr. Portner attended the CHEMA virtual summit in May, where topics of conversation included Association relevance in the modern age, growth strategies post-pandemic, and possible collaborations between Associations. It concluded with a panel of college presidents on the current state of higher education.

#### **9. Adjourn**

**M/S/P McMullen/Burke “to adjourn the meeting.”**

President Eddie Mills adjourned at 3:53 p.m.

Respectfully submitted,

Lillian De Lisle Stott

Interim CEO

Moly Caldera  
Administrative Assistant