



# NACAS State of the Association

March, 2011



Frank A. Mumford  
NACAS President



Dr. Bob Hassmiller, CAE  
Chief Executive Officer



Marti Gray  
Foundation President

***The Connections That Count***



## **NACAS Represents an Important Mission**

- NACAS connects the campus beyond the classroom
- We include bookstores, food services, student housing, student centers, conference services, recreation services, child care, communications, concessions, laundry, transportation, parking, printing & copying, mail, purchasing, retail, campus cards, technology, and more



## **Impact of AS: Highlights**

- Improve student & employee success and diversity
- Attract and retain students
- Generate over \$40 billion in revenues
- Provide additional revenue for the institution, as federal, state, & endowment support is decreasing
- Make up over 7% of college revenue
- In some cases revenue is 45% of state revenues
- Manage auxiliary risk for the institution
- Provide succession planning and professional competency support through certification



## NACAS Facts and Figures

- Revenue Generated by Auxiliary Services:
  - Public 4 year and 2 year institutions:
    - \$28.8 billion
    - 7.4% of total institutional revenue
  - Private 4 year and 2 year institutions:
    - \$11 billion
    - 7.7% of total institutional revenue

*Data source: 2008 IPEDS, US Dept. of Education (most current source available)*

*Includes intercollegiate athletics (some athletics concession and management revenue is generated by Auxiliary Services)*

## Major Areas Impacting AS

- Tremendous budget impact since 10/2008
- Efficient and effective operations (both self-op and outsourced/privatized)
- Customer/student service (quality & value)
- Social responsibility and sustainability as a central operational theme
- Professional Development, technology and distance learning
- How to find quality AS positions -- accountability & core competencies



## Major 2010 Goals & Outcomes

- Further the work on the Certification Task Force.  
*Yes, tremendous work in 2010 will offer certification in 2011.*
- Increase institutional & business partner members  
*No, institutional; Yes, business partners*
- Implement additional management institutes, continue diverse education programs, tactical decisions for the future of NACAS education – *Yes*
- Recover and grow finances while also funding major new initiatives– *Yes, best year in association history for both NACAS and the Foundation*

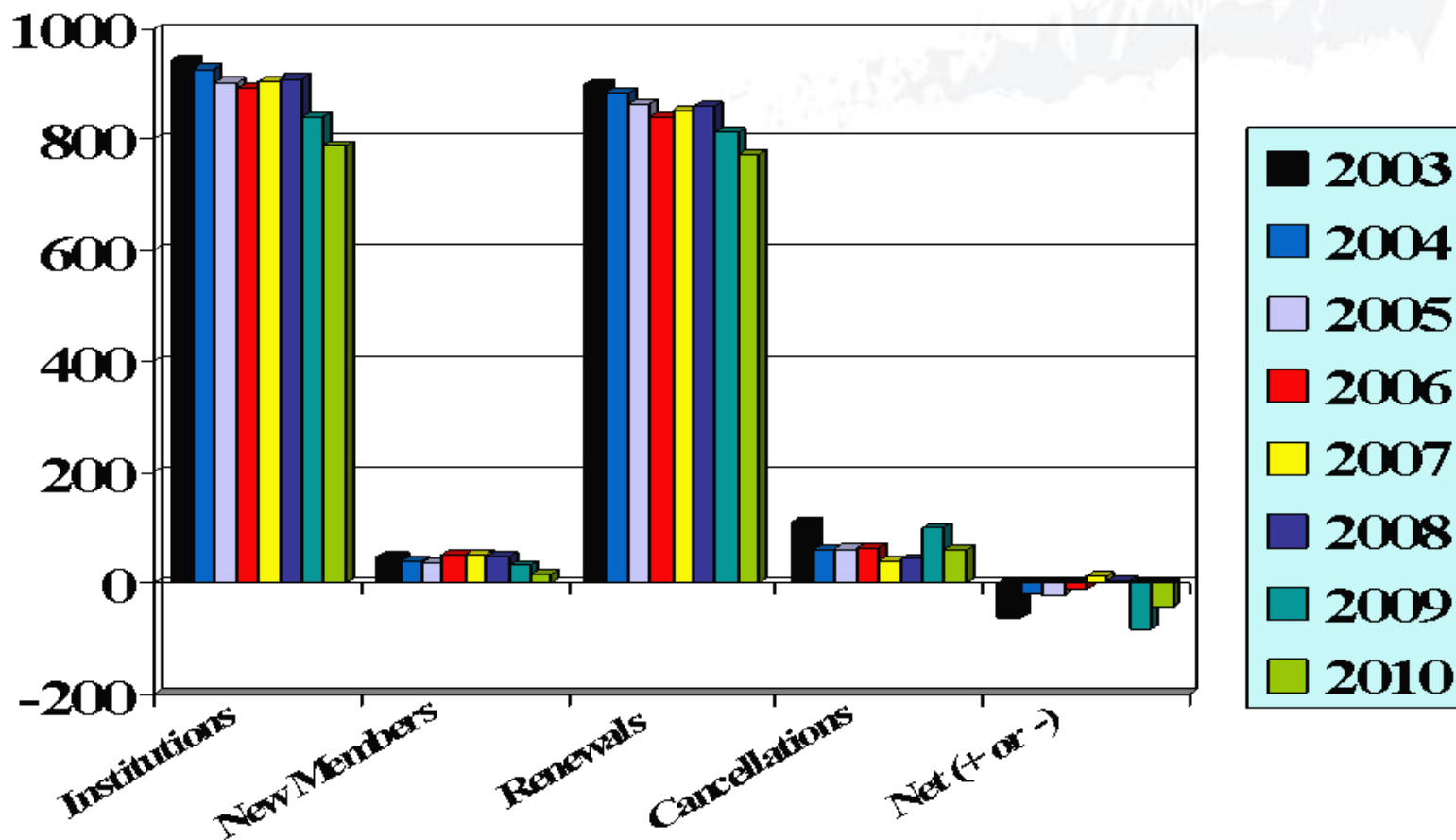


## Major 2011 Goals & Objectives

(Continued)

- Continue to raise awareness of the value of AS at institutions and in the higher education community -- *Yes, but more to be done*
- Continue to improve national/regional relationships – *Yes, need to revisit efforts*
- Review technology commitments and enhance efforts— *Yes reviewed, but more to be done*
- Repurpose social responsibility effort – *Yes, major efforts to repurpose and define these efforts and relate to CHEMA; More to be done*
- Plan for the Transition of the CEO – *Begun.*

# Historical Membership Data 2003 - 2010



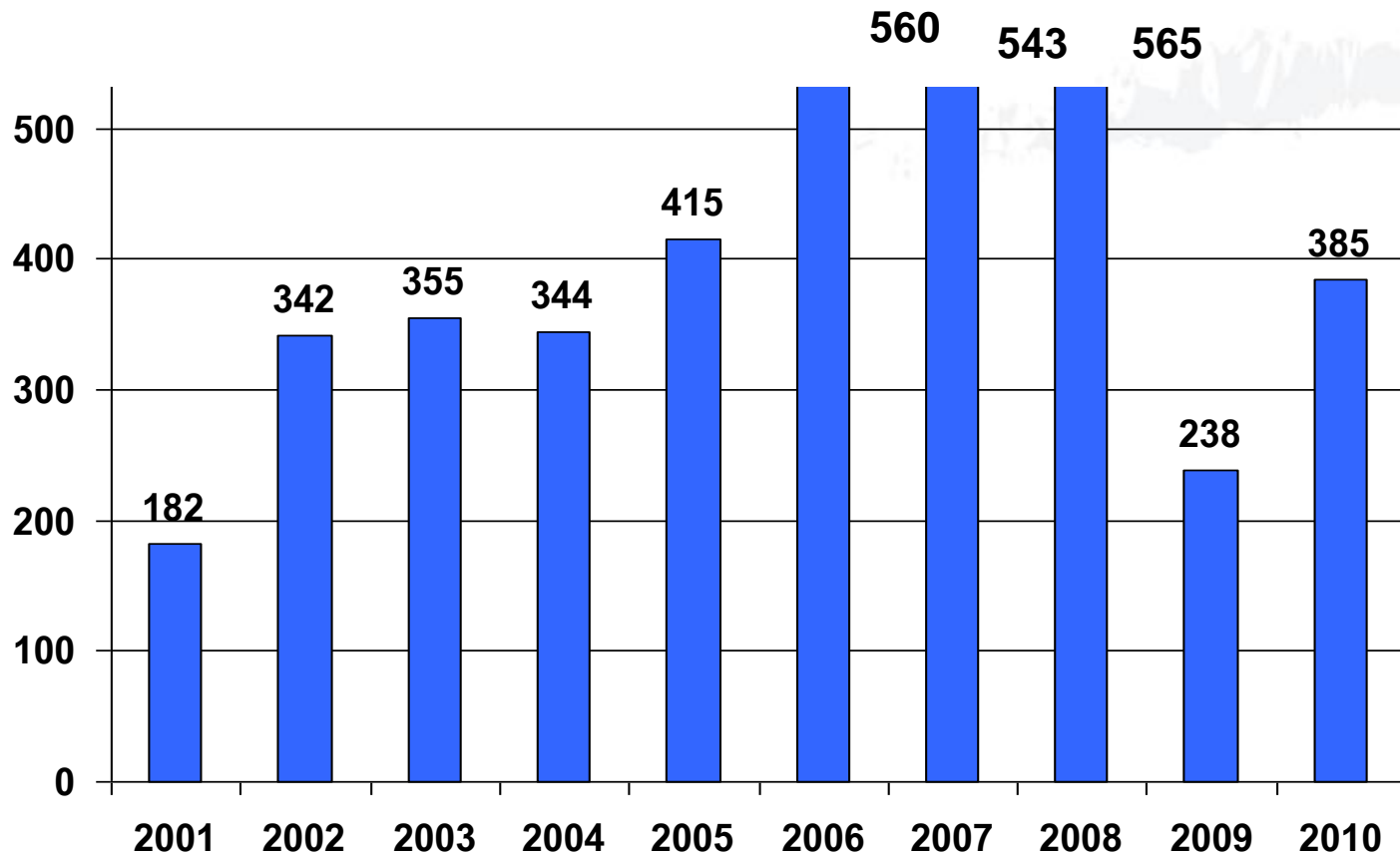
## Institutional Membership Data

	Dec 04	Dec 05	Dec 06	Dec 07	Dec 08	Dec 09	Dec 10
<b>Institutions</b>	925	901	890	904	910	828	787
<b>New Member</b>	41	37	50	52	48	15	16
<b>Renewals</b>	884	864	840	852	862	813*	771
<b>Cancellation</b>	(60)	(61)	(62)	(38)	(42)	(97)	(58)
<b>Net Gain/(Loss)</b>	(19)	(24)	(11)	14	6	(82)	(42)
<b>Retention Rate</b>	94%	93%	93%	96%	95%	89%	93%
<b>Cancelled</b>	6%	7%	7%	3%	5%	11%	7%
<b>Net Gain/(Loss)</b>	(2%)	(3%)	(1%)	1%	1%	(9%)	(5%)

## Business Partner Member Data

	Dec 02	Dec 03	Dec 04	Dec 05	Dec 06	Dec 07	Dec 08	Dec 09	Dec 10
<b>Business Partners</b>	165	175	175	185	184	213	210	173	199
<b>New Member</b>	30	41	37	40	39	40	42	27	37
<b>Renewals</b>	135	134	128	145	145	173	168	147	162
<b>Cancellation</b>	(46)	(31)	(37)	(30)	(37)	(11)	(49)	(64)	(11)
<b>Net Gain/(Loss)</b>	(16)	10	0	10	(1)	29	(3)	(36)	26
<b>Retention Rate</b>	75%	81%	73%	83%	78%	94%	79%	82%	94%

## Participation in NACAS Professional Development



Note: The 2004 through 2010 numbers do not include the number of additional participants viewing web conferences, just the logins sold.



## **Professional Development 2010 Accomplishments & 2011 Preview**

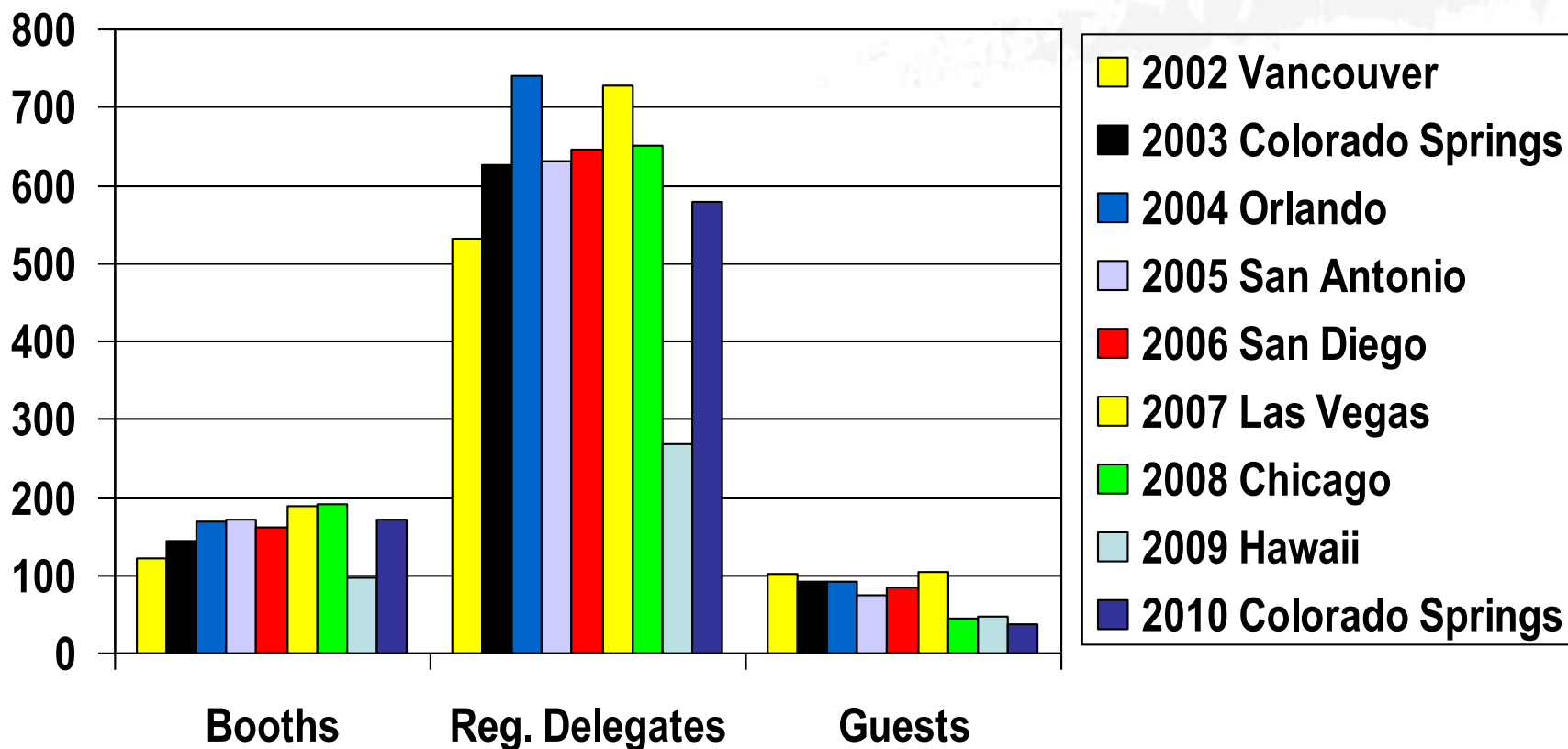
- Advanced Institute for Managers offered for the first time at Georgia Tech: 35 attendees and excellent reviews
- Redesigned Institute for Managers to include operational areas and a host school (UT San Antonio in 2011). Largest class ever to attend. Five submitted applications to host 2012 Advanced Institute.
- Senior Leadership Forum at UVA McIntire School offered for the first time. 80% of survey respondents said they hoped to come back; scheduled again in 2011.
- As of summer 2010, webcasts were sponsored and free to members, has increased registration 3-5 fold since spring 2010.
- Free virtual roundtables have been a success with both presenters and attendees; 161 callers in 2010 with 100+ playback of recordings.
- 2011 Social Media Short Course with Eric Stoller had 64 paid/registered sites and an estimated 500+ viewers!



## **Certification Program Development**

- Certification Task Force has been operating for 4+ years
- Total funding by the NACAS Education Foundation
- 2010 included a practice (work) analysis and feasibility analysis by survey of our members
- Results became basis for exam content outline, eligibility criteria, and preferred designation of CASP
- RFP published for certification exam development
- Next phase is exam development and collateral development (application, policies/procedures, etc.)
- Timeline sets goal for first CASP designation to be offered November 2011

## Conference Data





## **Future NACAS Annual Conference Sites**

2011 Rosen Shingle Creek, Orlando, Florida

2012 Hyatt Regency Atlanta, Atlanta, Georgia

2013 Anaheim Marriott , Anaheim California

2014 Palais des congres de Montreal, Montreal,  
Quebec, Canada

2015 Grand Hyatt, San Antonio, Texas & San  
Antonio Convention Center

# College Services Magazine

SPRING 2011



## College Services

The Magazine Connecting College Auxiliary Services Professionals



**ABOVE:**  
My Football Ticket  
at The University  
of Alabama  
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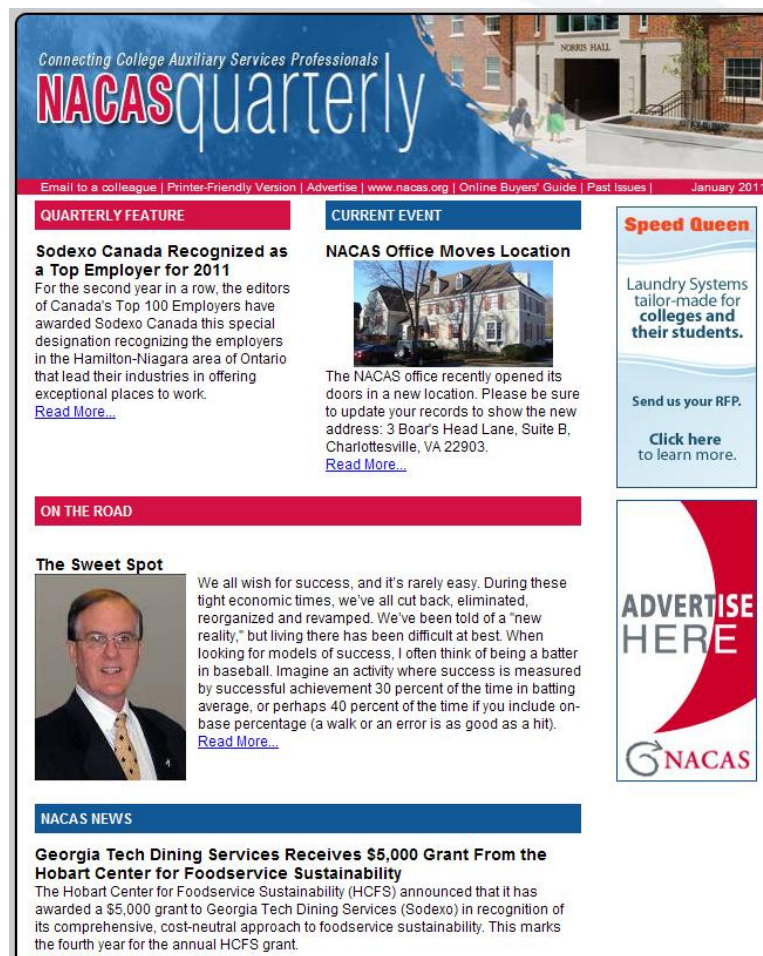
**RIGHT:**  
ZotWheels Bikeshare  
at the University  
of California, Irvine  
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- Total 2010 CS advertising sales over \$156,000
- Our outsourced Naylor, LLC team has strong partnership with the Communication Services Committee
- Naylor has provided a strong boost to our overall marketing, advertising, and PR through the sheer quantity of people working on NACAS ad sales & their commitment to growing the Association

# Additional Communications

- *NACAS Quarterly* provides timely & personal interest information
- On-line Buyers' Guide (OBG)
- [www.nacas.org](http://www.nacas.org)
- Combined *NQ*, web, and OBG ad sales over \$30,000.
- More than \$186,000 in ad revenue in 2010 – best sales in the last 8 years
- e-Blasts to members
- On-Line Communities
- Use of “GoToMeeting” and “GoToWebinar”




Connecting College Auxiliary Services Professionals  
**NACAS** Quarterly

Email to a colleague | Printer-Friendly Version | Advertise | [www.nacas.org](http://www.nacas.org) | Online Buyers' Guide | Past Issues | January 2011


**QUARTERLY FEATURE**

**Sodexo Canada Recognized as a Top Employer for 2011**  
For the second year in a row, the editors of Canada's Top 100 Employers have awarded Sodexo Canada this special designation recognizing the employers in the Hamilton-Niagara area of Ontario that lead their industries in offering exceptional places to work.  
[Read More...](#)

**CURRENT EVENT**

**NACAS Office Moves Location**  
  
The NACAS office recently opened its doors in a new location. Please be sure to update your records to show the new address: 3 Boar's Head Lane, Suite B, Charlottesville, VA 22903.  
[Read More...](#)


**ON THE ROAD**

**The Sweet Spot**  
  
We all wish for success, and it's rarely easy. During these tight economic times, we've all cut back, eliminated, reorganized and revamped. We've been told of a "new reality," but living there has been difficult at best. When looking for models of success, I often think of being a batter in baseball. Imagine an activity where success is measured by successful achievement 30 percent of the time in batting average, or perhaps 40 percent of the time if you include on-base percentage (a walk or an error is as good as a hit).  
[Read More...](#)

**NACAS NEWS**

**Georgia Tech Dining Services Receives \$5,000 Grant From the Hobart Center for Foodservice Sustainability**  
The Hobart Center for Foodservice Sustainability (HCFS) announced that it has awarded a \$5,000 grant to Georgia Tech Dining Services (Sodexo) in recognition of its comprehensive, cost-neutral approach to foodservice sustainability. This marks the fourth year for the annual HCFS grant.  
[Read More...](#)

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## Committee Chair Council

- Awards – Connie Davis
- Business Partners – Kathryn LeGros
- Communication Services – Barbara Brooks
- Marketing Task Force – Cheryl Crouch & Melissa Moore
- Membership – Susan Nowicki
- Professional Development – Martha Davidson
- Social Responsibility – Jean Kwaterski
- Technology Task Force – Rob Kellner
- 2011 Annual Conference – Eddie Mills
- 2012 Annual Conference – Rich Steele



# Regional Leadership

## CENTRAL

Scott Engel, *President*  
Laura Stevens, *Pres-Elect*  
Jim McDermott, *Board Rep*

## EAST

Maria Hoagland, *President*  
Pete North, *Pres-Elect*  
Dave Courter, *Board Rep*

## SOUTH

Eric Monday, *President*  
Melissa Moore, *Pres-Elect*  
Bill Redwine, *Board Rep*

## WEST

Carlos Garcia, *President*  
Neil Markley, *Pres-Elect*  
Louise Chamberlin, *Board Rep*



## Common Regional Goals

- Increase membership
- Provide leaders to Committees, Foundation & Board
- Increase communication between Regional Boards & national standing committee members
- Regional Strategic Planning
- Notify membership early regarding regional conference activities
- Increase regional member support
- Determine how to manage regional funds
- Support Ed Foundation regarding development efforts

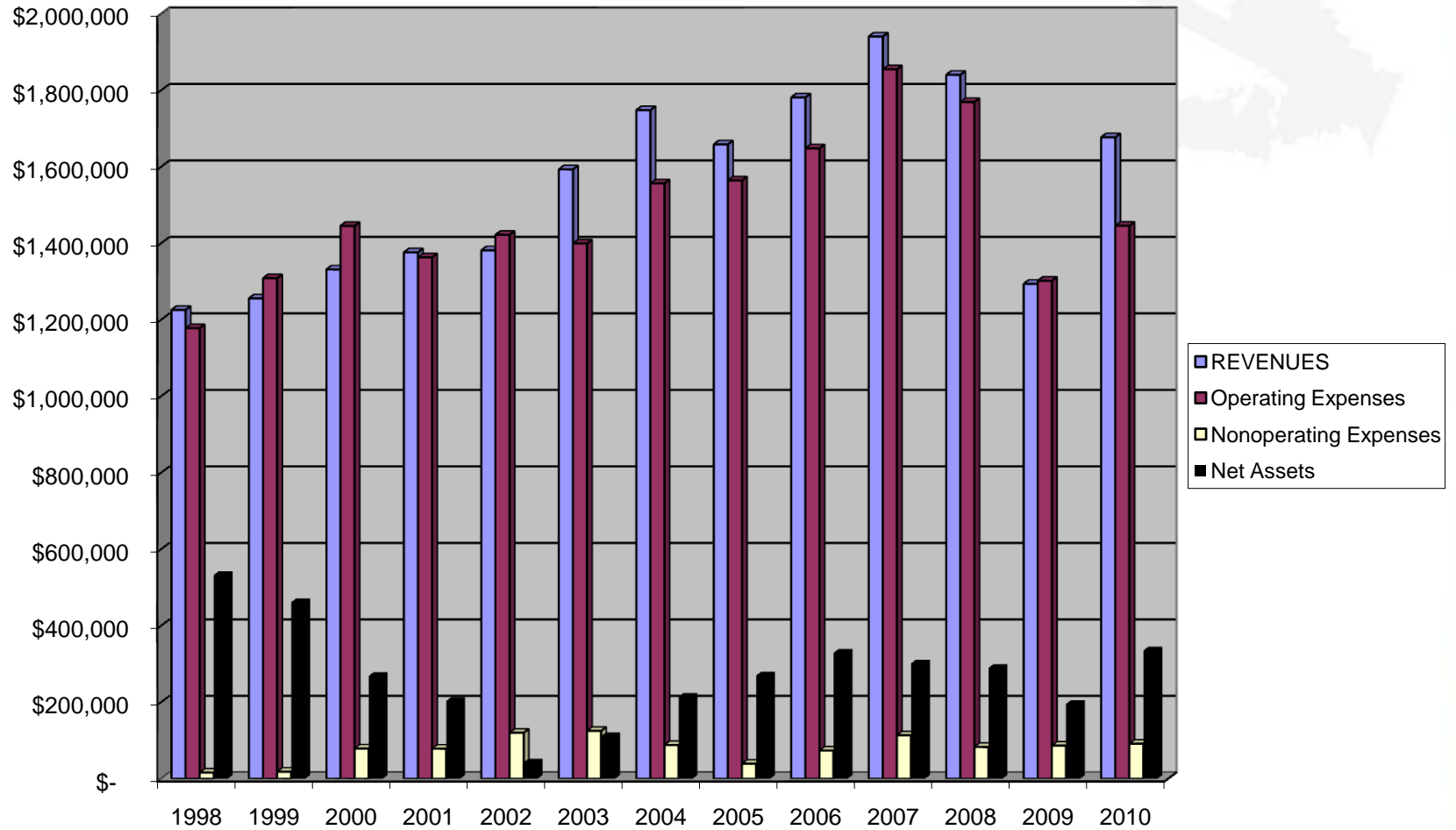


# Statement of Activities

	Audit 2009	Budget 2010	Preliminary Year-end 2010	Variance Favorable (Unfavorable)
<b>OPERATING REVENUES</b>				
Dues	\$ 605,605	\$ 580,000	\$ 587,918	\$ 7,918
Annual Conference	452,350	792,025	814,112	22,087
Professional Development	64,015	69,440	106,488	37,048
Advertising and Publications	20,893	30,000	26,805	(3,195)
Management Fees & Misc Revenue	135,498	115,000	106,180	(8,820)
Total Operating Revenues	\$ 1,278,361	\$ 1,586,465	\$ 1,641,503	\$ 55,038
<b>OPERATING EXPENSES</b>				
Administration	\$ 283,154	\$ 275,000	\$ 272,646	\$ 2,354
Personnel	655,534	670,000	664,400	5,600
Board of Directors & Leadership	49,890	70,500	58,241	12,260
Annual Conference	270,562	397,500	366,253	31,247
Professional Development	38,305	59,440	84,290	(24,850)
Publications	4,567	-	-	-
Total Operating Expenses	\$ 1,302,012	\$ 1,472,440	\$ 1,445,830	\$ 26,610
Change in Net Assets from Operating Activities	\$ (23,651)	\$ 114,025	\$ 195,673	\$ 81,648
<b>NONOPERATING</b>				
Unrealized gain (loss) on Investments	\$ 15,777	-	\$ 9,313	\$ 9,313
Foundation Donations (Certification)	-	-	26,418	26,418
Bad Debts			(5,850)	(5,850)
Depreciation	(86,398)	(82,000)	(85,519)	(3,519)
Change in Net Assets	\$ (94,272)	\$ 32,025	\$ 140,035	\$ 108,010
Net Assets at Beginning of Year	289,816	195,544	195,544	-
Net Assets at End of Year / Period	\$ 195,544	\$ 227,569	\$ 335,579	\$ 108,010

*Prepared without audit for internal use only*

# History of Activities





## Foundation 2010 Successes

- Lead the development of “transformational” efforts – especially Certification and Technology
- Support for all the Management Institutes
- Began efforts to endow the Certification Program
- Funded NACAS Awards for Innovative Achievement and Technology
- Innovated NACAS fundraising activities
- Increased donor renewals & participation
- Net assets of more than \$234,860 of which \$156,925 are in long-term investments



# Foundation Statement of Activities

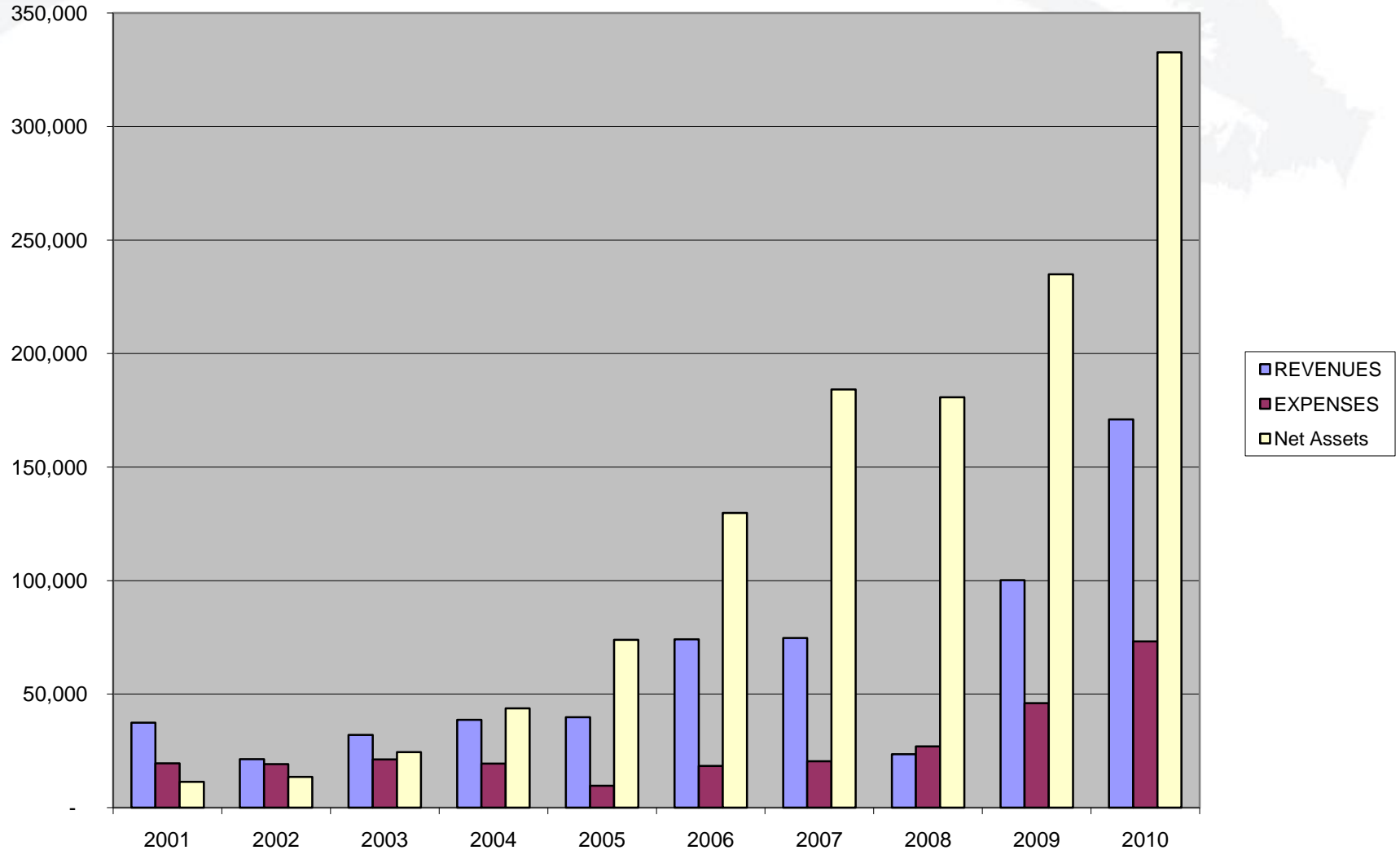
	Audit Dec-09	Preliminary Dec-10	Budget 2010	Variance Favorable (Unfavorable)
<b>REVENUES</b>				
Member Donations	\$ 33,916	\$ 39,442	\$ 15,000	24,442
Corporate Donations	19,330	22,395	10,000	12,395
Regions/National	6,052	25,330	20,000	5,330
Ladson Scholarship Donations	425	5,975	1,000	4,975
Annual Conference Fundraiser	-	24,653	5,000	19,653
Silent Auction	7,308	14,404	5,000	9,404
In Kind donations		16,485		
Investment Income	3,556	3,543	2,000	1,543
Unrealized gain on Investments	29,570	18,828	-	-
Total Operating Revenues	<u>\$ 100,157</u>	<u>\$ 171,055</u>	<u>\$ 58,000</u>	<u>113,055</u>
<b>EXPENSES</b>				
Administration	\$ 947.58	\$ 1,153.00	\$ 2,000.00	847
Insurance	550	550	550	-
Publications & Promotions	150	1,000	4,500	3,500
Professional Fees	2,000	1,500	2,000	500
Board Travel and Meetings	5,919	7,578	7,000	(578)
Annual Conference Expense		1,462		(1,462)
In Kind expenses		16,485		(16,485)
Annual Conference Fundraiser	-	6,513	-	(6,513)
Silent Auction	2,390	652	1,000	348
Total Expenses	<u>\$ 11,956</u>	<u>\$ 36,893</u>	<u>\$ 17,050</u>	<u>(19,843)</u>
Available from Operations	<u>\$ 88,201</u>	<u>\$ 134,162</u>	<u>\$ 40,950</u>	<u>93,212</u>
Deprecation Expense		\$ 990	\$ -	-
Ladson Fund Programs	750	750	750	-
Foundation Programs	<u>33,330</u>	<u>34,604</u>	<u>30,000</u>	<u>(4,604)</u>
Change in Net Assets	\$ 54,121	\$ 97,817	\$ 10,200	87,617
Net Assets at Beginning of Period	<u>180,760</u>	<u>234,881</u>	<u>234,881</u>	<u>-</u>
Net Assets at End of Period	<u>\$ 234,881</u>	<u>\$ 332,698</u>	<u>\$ 245,081</u>	<u>87,617</u>

Prepared without Audit for Internal use only.

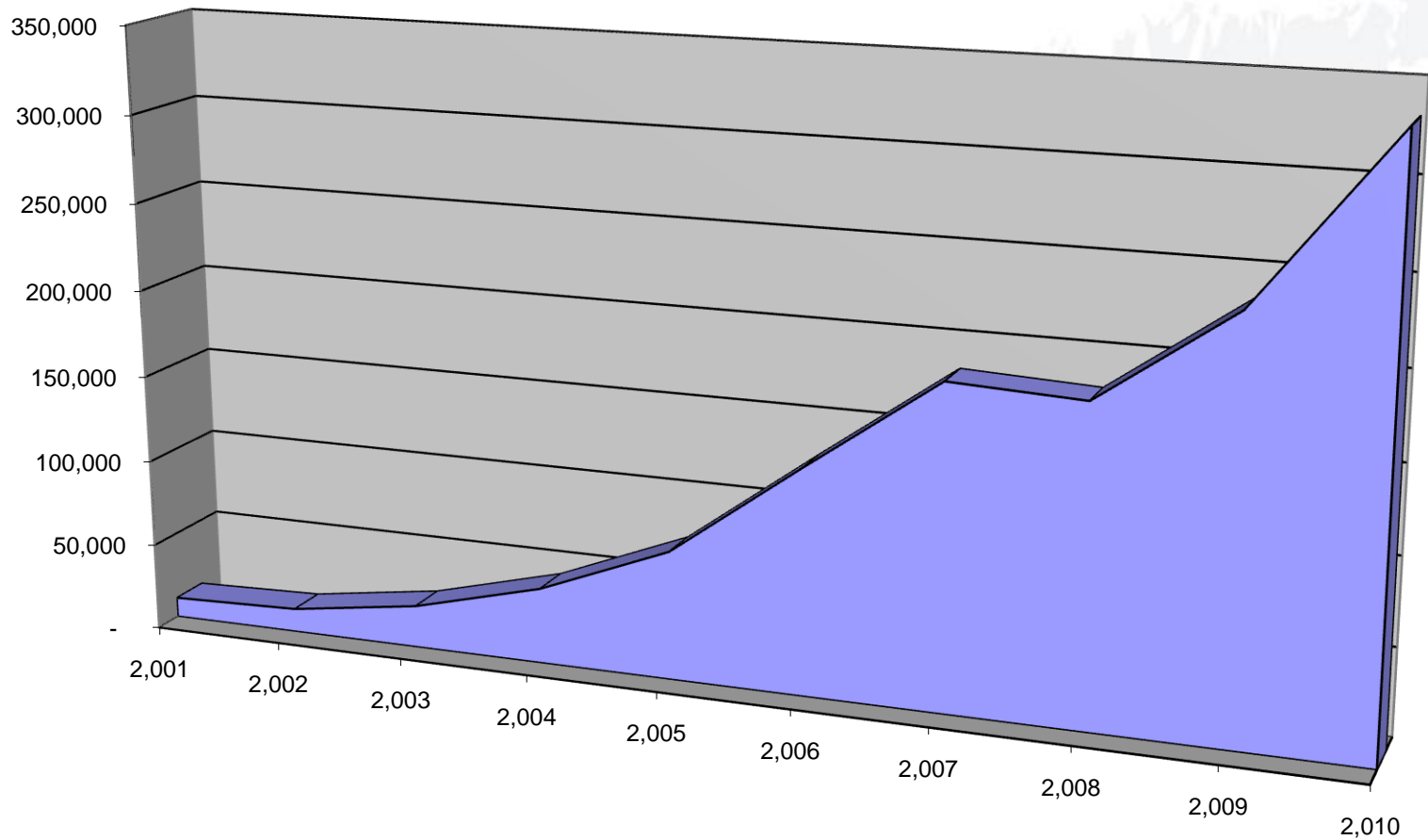


The Connections That Count  
**NACAS**

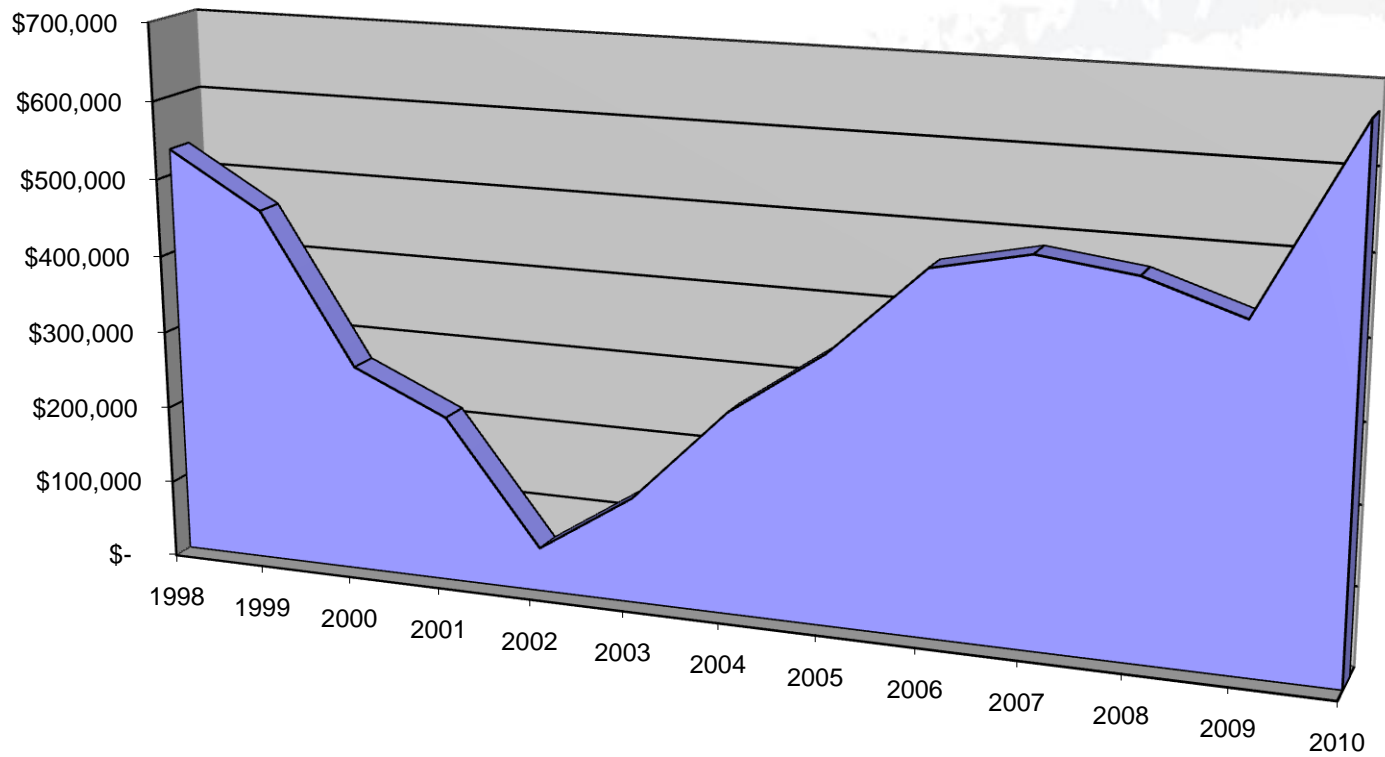
### Foundation History of Activities



# Foundation Net Assets



# NACAS & Foundation Combined Net Assets





## **NACAS 2011 Major Goals**

- Plan for the CEO transition in 2012.
- Work within the constraints of the continuing recession, but plan for needed additions moving out; Re-examine reduced staff and needed mission-oriented responsibilities
- Implement and offer the CASP certification program
- Continue recruitment campaigns for institutional members
- Offer an Institute for Managers and the Senior Leadership Forum; Maintain and improve the excellence of the professional development program
- Continue improvement technology and in “Cyber-NACAS”
- Continue work toward greater inclusive excellence in NACAS and among higher education associations



Thank You!





## In Summary

- Past actions resulted in a tremendous 2010. Now to further exploit our strength.
- We are thinking strategically. There is a positive impact of Foundation, Regions, members & leaders. We are thinking and acting as one great organization.
- 2011 continues certification, professional development, integrative excellence, innovative fundraising, and technological transforming efforts.
- How can we improve auxiliary services and NACAS?

