

**NACAS Education Foundation  
Board of Directors Meeting  
Honolulu, Hawaii  
November 8, 2009**

**In attendance: Frank Mumford, Bill Shiba, Jerry Turner, Kathy Herr, Marti Gray, Jeff Pittman, Teri Bump, Cheryl Crouch**

**Absent: Charlie Figari, Nancy Becerra, Ken Ramey, Tom Post**

**Staff: Bob Hassmiller, Jeff Perdue, Marcia Oakley**

President Mumford called the meeting to order at 3:32 p.m. and welcomed everyone.

**Review of Minutes**

**M/S/P “to accept the September 9, 2009 board meeting minutes as presented.”**

**Financials**

Mr. Perdue reviewed the unaudited year-to-date financials with the board. Corporate donations include \$10,000 each from Follett Higher Education Group and American Campus Communities and \$5,000 from Shop24. The investments are doing well with an increase year-to-date of over \$27,000 in market value as of September 30.

A proposal was made to the board to reallocate the \$20,000 gift by an individual donor by funding the certification program and professional development programs with \$10,000 each.

**M/S/P Gray/Turner “to accept the \$20,000 as a current gift and move these funds into the NACAS budget.”**

**2010 Proposed Budget**

The board discussed donations from the regions for the Ladson Fund and the silent auction/raffle at the 2009 annual conference. The fundraiser will be a poker tournament at the 2010 conference in Colorado and might also include an indoor swing clinic as well. Mr. Turner will explore possibilities and get pricing. The NACAS gala will be a casino theme.

The board discussed the new NACAS certification program and how this will help professional development efforts tremendously.

**M/S/P Gray/Herr “to approve the proposed budget with the changes discussed. The changes were to increase regional contributions to \$20,000 and to increase Foundation programs to \$30,000 to allow for \$20,000 in Certification program assistance.”**

## **Board Tasks**

### Charter Members

Ms. Gray stated that an email has been drafted to go out to the Charter members after the annual conference asking for financial support for the certification program. The board will follow up with phone calls afterward.

### Target Solicitation for Webcast Participants

Ms. Gray wrote a letter and will work with the National Office on how to proceed.

### 2010 "Campaign"

Ms. Crouch stated that they have a campaign idea to choose 10 people and ask "why do you donate to the NACAS Education Foundation?" An e-blast can then be created and one per month sent to solicit monthly donations of \$10 or more.

### Foundation Marketing Plan

Ms. Crouch is working on this and will have it by the end of the year.

### Foundation Specific Logo

Mr. Shiba worked out a program with Lyerly to keep the tagline "*The Connections That Count*" and the logo in tact. He will work with his marketing group on this.

### Foundation Web Update

Dr. Hassmiller stated that the National Office is tracking hits on the website and the site needs to be kept updated. The board discussed looking at an online tool to allow non-members to donate to the Foundation without using an ID/password and to set up monthly donations. NACAS is also negotiating credit card fees.

### Donor Giving Levels

Ms. Bump stated that we need to come up with different levels for business partner donations. The task force of President Mumford, Ms. Gray, Mr. Turner and Ms. Bump is working on this and will report on this during the next conference call.

### Technology Award Sponsor

Shop24 has sponsored the new Technology Award for one year.

### College Services Magazine Belly Band

Dr. Hassmiller reported that the belly band was too expensive and the information was inserted into the magazine instead.

## **2009 Annual Conference Fundraising Events**

President Mumford donated a Nintendo Wii to be raffled off at the VIP Reception. Ms. Herr stated that 18 items will be raffled off in the Exhibit Hall and the remainder of the donations will be in the silent auction. Approximately \$900 worth of gift cards left over from the 2008 conference were used as incentives to encourage raffle ticket sales. She thanked her committee and recommended that there be a sub-committee for the 2010 Colorado conference silent auction/raffle. A Dell Mini Computer was donated by American Campus Communities for the "Flip-a-Coin" fundraiser to be held during the President's Luncheon.

### **Election of Officers**

The Nominating Committee recommended Dave Kratzer, University of Florida, Maria A.Y. Garcia, University Corporation at Monterey Bay and Mary Perry, Follett Higher Education Group for three-year positions on the Education Foundation Board of Directors. The board approved this recommendation by acclamation.

The Nominating Committee also brought forth the nominations of Marti Gray as President, Bill Shiba as Vice President and Ken Ramey as Secretary/Treasurer. The board approved these recommendations by acclamation.

### **2010 Conference Call and Meeting Dates**

Newly elected President Gray presented the proposed meeting dates that were listed in the board notebooks and reminded the board to put them on their calendars. She reminded the board that the next face-to-face meeting will take place at the Leadership Team Meeting in Charlottesville in February.

Ms. Crouch will be going off of the Education Foundation Board as a voting member, as she is the new NACAS President. However, she can participate in meetings and conference calls. The board adopted the proposed meeting schedule.

### **Correspondence/Media Calendar for 2010**

A task force is needed to determine who will provide articles for *College Services* and solicit sponsorships. President Gray asked the board to let her know if they are interested in writing any articles for the Foundation.

Dr. Hassmiller stated that we need to ask members for donations before the end of the year and provide feedback as to how the funds were used.

### **Board Resources Guide**

Mr. Shiba provided a template to Mr. Mumford who will discuss this with President Gray.

The meeting adjourned at 4:54 p.m.

Respectfully submitted,

Dr. Bob Hassmiller, CAE

Marcia Oakley  
Executive Administrative & Accounting Assistant