

NACAS Foundation Board  
Meeting Agenda  
Monday, January 13<sup>th</sup>, 2025 | 3:00 – 4:30 PM ET

---

**Board of Directors**

Emily Messa, CASP - President  
Angela Peterson - Vice President (Departed 4:00 PM ET)  
Jim Dwyer, CASP – Treasurer (Departed 4:00 PM ET)  
Joseph Pearson, CASP - Director  
Scott Seagren, CASP – NACAS Board VP  
Kennedy Turner - Director  
~~Bill Long – Director~~  
~~Salli Darden – Director~~  
~~Kevin D'Onofrio – Director~~  
~~Danielle Klinkhamer – Director~~  
Ron Portwine, CASP – Director  
Jason Rex Tolliver, CASP - Past President

**Staff**

Rich Steele, CASP - CEO  
Matt Portner – Sr Director of Finance and Admin  
Artem Mulitsa – Chief Sales & Marketing Officer  
William Hurley – Chief Strategy Officer

- 1) Call to Order / Roll Call – *Emily Messa, CASP*
- 2) Approval of the October 26, 2024 Meeting Minutes – *Emily Messa, CASP*  
*M/S/P Ron Portwine / Angela Peterson to approve the October 26, 2024 minutes.*

**Strategic Issues**

- 3) 2024 Review and Accomplishments – *Emily Messa, CASP*
  - a. C3X 2024 Flip-A-Coin
    - i. Through both the CX events and C3X, the NACAS Foundation raised over a record breaking \$16,000.
  - b. Cornerstones
    - i. Many Cornerstones indicated that they were not interested in fundraising.
    - ii. Social media posts proved to be successful in raising awareness but generated very few donations.
    - iii. Suggestion was made to incorporate fundraising into the CX events and launch the announcements far earlier in the year.
  - c. Regional contributions
    - i. Regional support was a major part of the Foundation's ability to support the DIAL program. In 2025, asks of the region will include a specific program that their donation will be supporting.
  - d. DIAL support
    - i. Suggestion was made to phrase support of the DIAL program as supporting the region's future leadership pipeline.
  - e. Leadership contributions
    - i. 65% of the NACAS Board of Directors and NACAS Foundation Board of Directors met the 'soft launch' of the donation expectations. More will be mentioned around 2025 donation goals at LTM.

- f. Club Colors
  - i. The preliminary site has been built to sell NACAS Foundation related items. The NACAS Regions will also be using this platform to procure / sell their regional gear.
  - ii. Need to earn \$4,000 in royalties to break even due to set-up fees.
- 4) LTM Topics of Interest – *Emily Messa, CASP*
  - a. Timeline development
    - i. Emily and William are working on an annual timeline for broader Foundation review. This will include milestones like securing sponsorships, launching marketing campaigns, and communicating awards.
  - b. Integrating students into NACAS
    - i. Re-development of Student Author Contest
      - 1. There is a possibility that the NACAS Foundation may re-start and re-envision the Student Author Contest, allowing broader participation of undergraduate and/or graduate students. This could lead to participation at C3X in a student panel or provide research data around the impact auxiliaries have on students.

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

- 5) Treasurer Report – *Jim Dwyer, CASP*
  - a. A more formal presentation will be given at LTM.
  - b. The Foundation fidelity investment has a positive change of \$88,910 for 2025.
  - c. Overall, our 2024 operating expenses did exceed operating revenue (which was offset by investment gain) and we are looking to correct that for our current year budget.
  - d. Shoring up regional contributions, Cornerstone donations, and leadership donations will support our revised budget to ensure our positive financial health.
- 6) NACAS/ Foundation MOU – *Jim Dwyer, CASP*
  - a. The MOU was approved by the NACAS Foundation at C3X 2024 and is currently on the docket for the NACAS Board of Directors to approve.
- 7) KASA disbursements – *Jim Dwyer, CASP*
  - a. NACAS is working on adjusting language to make the KASA agreement more generalized. This will allow us to best use the funds to support Kentucky based institutions.
- 8) Central Past Presidents' Scholarship – *Jim Dwyer, CASP*
  - a. Recommendation was made to shift the temporary restricted fund be made a permanent restricted fund, effective 1/1/2025
  - b. Will be voted upon at LTM due to lack of quorum.

### **Routine Board Business**

- 9) National Board Report – *Scott Seagren, CASP*

- a. The NACAS Board of Directors will meet later in the week. No major updates at present.

10) NACAS Office Update – *Rich Steele*, CASP

- a. Sheena's position is being re-developed to better serve NACAS' 2025 initiatives. The job description review is currently underway.

11) Adjourn

**2025 Virtual Foundation Board Meetings**

- April 22, 2025 – 3:00 – 4:30 PM ET
- June 6, 2025 – 3:00 – 4:30 PM ET
- September 9, 2025 – 3:00 – 4:30 PM ET
- October 13, 2025: 3:00 – 4:30 PM ET

**Future C3X Conferences**

- **C3X 2025 Annual Conference & Expo:** November 16-19, 2025 – (Las Vegas)
- **C3X 2026 Annual Conference & Expo:** September 26-30, 2026 – (Chicago)
- **C3X 2027 Annual Conference & Expo:** October 31-Nov. 3, 2027 (Washington, DC)
- **C3X 2028 Annual Conference & Expo:** October 15-18, 2028 (Denver, CO)