

NACAS Foundation Board
Meeting Minutes
Monday, February 24th, 2025 | 1:15 – 2:45 PM
Hilton Shamrock A

Board of Directors

Emily Messa, PhD, CASP - President
Angela Peterson – Vice President
Jim Dwyer, CASP - Treasurer
Kevin D'Onofrio – Director
Joseph Pearson, CASP - Director
Scott Seagren, CASP – NACAS Board VP
(Attended virtually)
Kennedy Turner - Director
Danielle Klinkhamer – Director
Ron Portwine, CASP – Director (Attended virtually)
Jason Rex Tolliver - Past President (Attended virtually)

Staff

Matt Portner - Senior Director of Finance & Admin
Salli Darden - Director
Artem Mulitsa - Chief Sales & Marketing Officer
William Hurley - Chief Strategy Officer
Raj White - Director of Education

- 1) Call to Order / Roll Call – *Emily Messa, PhD, CASP*
- 2) Approval of the January 13, 2025 Meeting Minutes – *Emily Messa, PhD, CASP*

M/S/P Joseph Pearson, CASP / Danielle Klinkhamer to approve the January 13, 2025 meeting minutes. All in favor.

Strategic Issues

- 3) Central Past Presidents' Scholarship - *Jim Dwyer, CASP*
 - a. Discussion was previously held in the January FBOD meeting to shift the Central Past Presidents' Scholarship from a temporary restricted to a permanent restricted fund.

M/S/P Emily Messa, PhD, CASP / Angela Peterson to approve the recommended adjustment.

- 4) Foundation 2025 and beyond timeline – *Emily Messa, PhD, CASP*
 - a. The 2025 timeline will include important milestones such as finalizing Cornerstone candidates, announcements and fundraising, writing scripts for Foundation events, securing sponsors for Flip a Coin events, and more.
 - b. Suggestion was made to include both 'prize sponsor' and 'cash sponsor' selection for both the CXs and C3X in 2025. Recommendation was made for this piece to be solidified in Q1 each year.
 - c. Recommendation was also made for quarterly giving reminders, starting in March in 2025.
 - d. Moving forward, the NACAS Cornerstones' launch will be aligned with the regional CXs to provide an additional fundraising opportunity.

- e. The toolkit will be communicated at the beginning of the process, including advice for soliciting donations outside of NACAS.
 - f. The Foundation Board recommended to shift Cornerstones to one per region, as well as consider funding within the annual prospectus.
- 5) Student engagement and involvement at C3X – *Emily Messa, PhD, CASP*
- a. As a response to members' continued need to access more students' preferences and input at C3X, the Foundation may have an opportunity to support sending students to our annual meeting or further engage in the association.
 - b. Current institutional members could submit to present their student panel at C3X, sponsored by a current Business Partner, or focusing on a local institution in close proximity to our conference location. Bringing students could also showcase how NACAS can create a pipeline for student interns/workers into a full career.
 - c. An example might be students from UNLV's hospitality program and how to attract student workers, as well as offer them a potential expo spot.
- 6) Awards and sponsorship – *William Hurley*
- a. The Awards Committee Chair held a conversation with all regional presidents to ensure alignment between timing and criteria for regional and national awards.
 - b. Due to the lack of a current sponsor for the Rising Star scholarship, the regional presidents discussed the potential shift of a C3X registration to a CX registration.
 - c. Further conversations will develop as the regional presidents determine how to best support their Rising Star award.

Review & Adjustment of Strategy

- 7) Treasurer Report – *Jim Dwyer, CASP*
- a. We successfully executed our one-year MOU between NACAS and the NACAS Foundation, signed by NACAS in their January board meeting.
 - b. We've developed a Foundation timeline and will be moving to a quarterly update structure. The April FBOD call will have a broader financial update.
 - c. The KASA check will be sent later in the week. Once received, the Foundation will be involved in a strategic discussion about how to best support Kentucky-based institutions.
 - d. Matt is onboarding a new accounting firm and they will be supporting with financial position reporting as well as for activity in our restricted and unrestricted funds.
- 8) DIAL cohort – *William Hurley*
- a. While we will be soliciting for a new cohort in 2025, their start date will not begin until we have finished the second year for our first cohort.
 - b. DIAL funding is still originating partially from sponsorship, Hassmiller funds, and Ladson funds.

Routine Board Business

- 9) National Board Report – *Scott Seagren, CASP*
- a. No major updates.

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

- a. With the departure of the Chief Learning Officer, we are opening positions for a Senior Director of Education and Senior Director of Events to better operationalize our learning and development team. This is not yet public information to all staff.

11) Adjourn

M/S/P Kevin D’Onofrio / Joseph Pearson, CASP to adjourn the meeting. All in favor.

2025 Virtual Foundation Board Meetings

- April 22, 2025 – 3:00 – 4:30 PM ET (Foundation book club)
- 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)