

NACAS Foundation Board Meeting Minutes July 19-20, 2021

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

July 19, 2021

1. Call to Order / Roll Call

President Mills called the meeting to order at 1:03pm ET.

2. Approval of June 23, 2021 Minutes

M/S/P Redwine/Allison “to approve the June 23, 2021 minutes.”

9 “Yes” votes (Krystal Lewis and Pam Burke were both absent)

Zero “No” votes

Zero abstentions

Strategic Issues

3. Strategic Discussion Follow-up

- Priorities for remainder of 2021
 - Ms. De Lisle Stott shared overall NACAS organizational priorities for the remainder of 2021. To align priorities for the Foundation with the fewer resources available, staff will support the following Foundation initiatives: Campus Care Grant application promotion, review, and selection; 2022 budgeting; Virtual Fun Run; and flip-a-coin at C3X.
- Fundamental shifts for 2022
 - Discussion was held on possible shifts in fundraising efforts and program formats to consider in 2022.
 - Ms. De Lisle Stott provided an overview of recent strategic discussions and current challenges facing the Foundation, including fundraising and the difference between sponsorships and business partner charitable contributions. It was also clarified that restricted funds have grown since 2017 while unrestricted funds have decreased. It was an intentional decision to fund the Campus Care Grant from unrestricted assets for the first three years, but it will be challenging to continue funding without fundraising unrestricted contributions in the future.
 - Mr. Tolliver proposed the idea of raising money around awards as a shift to how the individual giving group fundraises. In this model, the nominators and Foundation Board members would raise money in the award winner’s name for months leading up to C3X, instead of trying to get individual donations through our traditional methods. Discussion

- occurred around this concept, and the individual giving group will discuss next steps through collaborating with the NACAS Awards Committee.
 - Mr. Turner proposed the idea of hosting a Campus Care workshop. The Campus Care Grant is the most well-known part of the NACAS Foundation and a workshop could allow the Foundation to capitalize on that recognition. In addition, it would allow for business partner sponsorships and exposure in a way that current activities do not. While some agreed with the idea, others mentioned that a workshop may be challenging because many are trying to address this on their own campuses.
- Board and staff roles
 - Ms. De Lisle Stott discussed staff and board roles with the group, especially in the changing pandemic environment with more virtual roles and fewer status quo fundraising efforts. Discussion will continue as we plan for and build a budget around 2022 fundraising activities.

July 20, 2021

Review & Adjustment of Strategy

4. Treasurer's Report

- Second Quarter 2021 Financials
 - Ms. De Lisle Stott presented the financials to the group in Ms. Burke's absence. Overall, it is anticipated that the operating revenues will not be hit this year as the budget was built under the assumption there would be a larger in-person event. Projections will be updated for the Joint Finance Committee Meeting in September.
 - There were more Hassmiller CASP Scholarship applications than in the past and Foundation will be able to use the earnings on the restricted fund to award more scholarships.
- 2022 NACAS Program Support
 - Discussion continued on the sustainability of the program support to NACAS at its current level. The Board discussed moving forward it may be more sustainable to provide program support for special mission-aligned initiatives as requested by the NACAS Board.
 - Discussion will continue at Joint Finance Committee meeting in September, including a management fee model for the Foundation.

5. Nominating Committee Update

- Ms. Le Gros is transitioning off the Board in October. Please provide any nominations for this position to President Mills prior to the September Board meeting.

Policy Determination: Public & Operational

Routine Board Business

6. Working Group updates

- Individual Giving
 - Ms. Peterson reiterated that individual outreach for fundraising is not effective. The group agrees that Mr. Tolliver's idea of proposing a new award or restructuring a current award and having the whole group raise money (the nominee, the nominator, their network etc.) could be a much stronger fundraising model.
 - Discussion was held on the awards structure. President Mills recommended that the Foundation propose this new award, in addition a consideration of consolidating other Awards, to the Awards committee and the NACAS Board.
- Activities
 - Mr. Hurley presented in Ms. Burke's stead. The Activities committee is looking for a sponsor for Flip-a-Coin. An informal poll of the group indicated that most of them planned to be at C3X in person so they could support this activity.

- Partnerships
 - Mr. Turner gave an update on partnerships. Business Partner Transact gave \$2,000 to support the Campus Care Grant.
- Long Term Financial Planning
 - Ms. De Lisle Stott presented in Ms. Burke's stead. There are several goals of this group including the operating expense to revenue ratio that will be evaluated in the 2022 budgeting process, as well as considering a multi-year, specific ask to the Regions for support. The latter is not a priority in the near future but a consideration for long term planning.

7. NACAS Board of Directors Report

- Mr. Portner gave an update on the CEO search. Finalist interviews will be conducted in-person and on Zoom by the search committee, Regional presidents, National Board representatives, Foundation Board representatives, business partners, and staff. The NACAS Board will also be focusing on CEO onboarding.
- The NACAS Board meets this Thursday, July 22 and Friday, July 23. Items on the agenda include strategic partnerships and collaborations with other Associations and Leadership Team Meeting (LTM) planning.

8. NACAS Office Report

- Ms. Stott gave the office update.
- NACAS hosted its first sponsored workshop last week, in collaboration with Slingshot.
- Abby Hazekamp left NACAS in mid-July. NACAS will be looking to fill the Marketing Manager position.
- Considering the national office is short-handed, priorities are as follows: budgeting for 2022, hiring a marketing manager, C3X, and membership renewals. Support for the Foundation will be limited to helping execute the Fun Run and Flip-a-Coin. Finally, the schedule at C3X will be different given the format of this year's event.
- Benchmarking results will be released next week.
- C3X updates
 - Ms. De Lisle Stott reminded the group to submit a proposal for C3X. Proposals are due August 3. The Foundation will meet on October 18 at C3X.
 - The Foundation Board Meeting at C3X will be on Monday, October 18.

9. Adjourn

M/S/P Redwine, McMullen "to adjourn the meeting" at 1:57pm.
 8 "Yes" Votes (Krystal Lewis, Pam Burke, and Matt Portner were absent).
 Zero "No" Votes
 Zero abstentions

Respectfully submitted,

Lillian De Lisle Stott
 Interim CEO and COO

Molly Caldera
 Administrative Assistant