



Approved Minutes
Summer Board Meeting – Columbus, OH
July 23-25, 2008

MISSION STATEMENT: The NIRSA Foundation is a not-for-profit organization committed to education, research and scholarship in the field of recreational sports. The NIRSA Foundation supports the mission of the National Intramural-Recreational Sports Association.

CONFIDENTIALITY POLICY: *A Foundation Board Member of NIRSA or Non-Director Committee Member shall not disclose Confidential Information. Confidential Information is information that is acquired while participating in an executive session of a meeting of the Board of Directors or of a NIRSA committee that is being conducted in executive session.*

The Chair of the NIRSA Foundation Board and any other Director or any other NIRSA Foundation Board member shall advise individuals to conduct meetings in executive session where confidential information shall be disclosed.

Official minutes of all NIRSA Foundation Board meetings, complete with meeting handout and support materials, are archived at the NIRSA National Center.

Key: NFB=NIRSA Foundation Board; NNC=NIRSA National Center; BOD=Board of Directors; "Bold"=Motion; "Italics"=Follow-up Action Item; "Exhibit"=contact the NIRSA National Center (NNC) or NIRSA Foundation Board member for a copy of the "Exhibit."

I. Call to Order

The meeting was called to order at 8:55 am, July 23.

II. Roll Call

Chair (2008-2009)	Beau Rugg
Vice-Chair (2007-2010)	Eric Stoutner
Vice-Chair (2006-2009)	Bill Crockett
Member (2006-2009)	Mark Fletcher
Member (2007-2010)	Suzi Smith
Member (2008-2011)	Loretta Capra
Member (2008-2011)	Steve Young
Member at Large (2008-2009)	Vicki Highstreet Member/Secretary &
Treasurer	Kent Blumenthal (absent and excused)
NNC Team	Karen Bach
Ohio State University Staff	Marci Harrington

III. Approval of Agenda

Approved as presented.

IV. May Minutes

Motion: Stoutner/Capra. Approve May 14, 2008 Teleconference Minutes with the following amendments:

Clarify bulleted items on page two, item IV, regarding approval of the 2008 New Foundation Board Meeting Minutes, with the following text:

- On page three [of the 2008 New Foundation Board Meeting Minutes], VII. Old Business, add:
 - **Motion: Crockett/Smith. Move into Executive Session. Passed unanimously.**
 - **Motion: Crockett/Smith. Move into Executive Session. Passed unanimously.**
- On page four [of the 2008 New Foundation Board Meeting Minutes], IX. Adjournment, add:
 - **Motion: Smith/Capra. Adjourn the meeting at 10:30 am. Passed unanimously.**

Passed unanimously.

V. Leonida Endowment Update

Fletcher reported he had a conversation with Mark Leonida's wife about a three year time schedule, and that if it does not reach the minimum endowment amount it may revert to the general fund. Fletcher and Capra stated that the paperwork is in order but not signed. The board agreed that the three-year time limit to reach full funding will start only after the MOU has been signed.

Motion: Fletcher/Smith. Approve the establishment of the Mark Leonida Endowment Fund. Passed Unanimously.

Fletcher stated that he does not feel that Mark Leonida's wife should sign the Memorandum of understanding. He stated that the MOU specifies how the money is being used. Rugg stated that the Foundation Board is establishing the endowment and therefore they should sign the MOU; the Leonida Family is making a gift to that endowment.

Action: An article will be written for the NIRSA Know by the Foundation BOD announcing the endowment and how to contribute.

VI. Board Structure Discussion

Rugg inquired whether the board is comfortable its current structure. Highstreet asked for clarification on what the current structure is. Rugg explained that there are two vice chairs, Crockett and Stoutner. Smith serves as a stewardship role. Fletcher serves in corporate development and Capra in logistics. Rugg stated assignments come out of conference calls and meetings. Rugg stated some things are the responsibilities of all board members, including scholarship, stewardship and conference activities.

Rugg stated his desire to work closer with the NIRSA and NIRSA Services Corporation boards. Highstreet suggested that the three board chairs meet so that they can coordinate scheduling and

sharing of information. Highstreet stated her expectation that the three boards know what each other is doing and are consciously moving in the same direction.

Fletcher brought up the issue of the amount of time the Executive Director or NIRSA President should need to be involved with Foundation Board activities. He stated that the role of those two individuals should be more informational and that is not the board's expectation that they do the same work and projects as other board members. Instead, their role is to enlighten the board and inform them of NIRSA, NIRSA Services Corporation and NNC activities. The expectations of those two individuals should be clearly stated and agreed to by the Foundation Board. Rugg stated that the NIRSA President and Executive Director have added value and that having the support of the President and Executive Director is essential. He understands that those two cannot be expected to do the same tasks as the rest of the board.

Action: The NIRSA, NIRSA Services Corporation and NIRSA Foundation presidents will coordinate a meeting time.

VII. Conference Call Schedule

The teleconference meeting schedule for 2008-2009 will be as follows:

- August 27, 2008
- October 8, 2008
- December 10, 2008
- January 14, 2009
- February 11, 2009
- March 11, 2009

VIII. Midyear Meetings

Rugg stated the dates for the Midyear Meeting will be November 10-12. The schedule for the first and last day of the meetings will be confirmed during August conference call.

Action: All board members will research their possible flight itineraries to see what meeting schedule would work best for them.

Action: Rugg will add determining locations for the golf tournament and V.I.P. Social to the Midyear Meeting Agenda.

IX. Scholarship Discussion

• Scholarship Deadlines

Crockett stated that January 15 is the due date for scholarship applications listed on the NIRSA web site, and asked Bach if the NNC would like to see this deadline change to December 31. Bach stated that a deadline change is not necessary, but a fast turn around will be vital this year due to the early April 2009 Annual Conference dates. Rugg stated that if the deadline is going to be changed in the future, there will need to be communication to the membership up to a year and a half in advance about this change. Crockett acknowledged NNC staff for their assistance in formatting last year's application paperwork, and asked when the NNC needs the final list of winners for 2009. Bach answered that January 30 is the deadline, but the final deadline could be extended to Monday, February 2. Rugg stated that all

winners should be listed in the Conference Program, so the board will need to meet the NNC deadline.

Crockett walked through steps taken last year for compiling and posting applications, and the subcommittee review, discussion, and winner selection. The board agreed to the following schedule for the 2009 scholarship program:

- Tuesday, January 20: All scholarship applications to Crockett by close of business (PST)
- Wednesday, January 21: All scholarship documents will be provided to the scholarships subcommittees
- Sunday, January 25: Scoring due to subcommittee chairs (Professional: Smith and Student: Crockett) by midnight (EST)
- Monday, January 26: Crockett will send scoring summaries to the entire board by noon (EST)
- Tuesday, January 27: Board will hold teleconference discussion on Tuesday, January 27 and Rugg will notify winners immediately after
- Winners have until January 29 to respond; alternates will be notified on that day if any winners are unable to accept
- Final list of winners to NNC by Monday, February 2, 2009.

- **Application Review**

An annual review of scholarship application occurred. Board reviewed both the Student and Professional scholarship applications. The board discussed the amount of points allocated to each section and determined the following point allocations:

Essay	15 pts.
NIRSA Involvement	5 pts.
Breadth	8 pts.
<u>Letter</u>	<u>2 pts.</u>
	30 pts. Total

Action: Crockett will send information for the NIRSA Know (with the following deadlines for copy to be sent to NNC):

- August 13 deadline for September issue
- September 15 for October issue
- October 15 for November issue
- November 10 for December issue

Crockett asked whether the Foundation section of the Know can include information from the Midyear Meeting in November, by getting a bit of an extension from the November 10 deadline. Bach responded that she will inform the NNC editor Katherine Otten of the need for an extension.

Action: Crockett, Smith and Capra will continue to review the application forms and NIRSA Foundation web pages and will provide updates via email to NNC staff and the board.

Action: NNC will prepare report for the Foundation Midyear Meeting, detailing how successful the scholarship program has been.

- 1) *Was the recipient in the field following receipt of scholarship?*
- 2) *Are they still in the field?*

X. Fiscal Structure

Watts presented 2008 year-to-date financial information and 2009 projections. Watts suggested that given current economic conditions, and resulting expectations on investment earnings, the Foundation should keep its administrative fee on donations to specific endowments. Watts noted that the budget projections also reflect termination of CGA's contract with the Foundation. Watts reported that during contract negotiations, Mike Munson stated that he is very committed to the Foundation, and may make a voluntary contribution in the future, but that the Foundation is no longer guaranteed payment under the contract. CGA was presented with both Foundation and NSC Endorsed Program sponsorship opportunities, but ultimately CGA decided the roster of services and price point that best met their business model was with the NSC.

The board discussed the impact of the loss of CGA support and the process by which this change occurred. The board expressed concern that CGA's website and marketing materials may still imply a relationship with the Foundation and that members may participate in the program based on this relationship. Rugg will follow up with NIRSA Director of Marketing Ketty Herb-Kalberer about the Foundation Board's concerns, and then will also discuss concerns with Mike Munson. Rugg stated that this situation emphasizes the need for a structured communication plan in these situations.

The Board discussed the 2008 and 2009 financial information. The Board discussed options for allocating some or all of the expense paid to NIRSA for staffing (\$25,000) to the Available Foundation Fund (AFF), which typically has a better revenue stream to support the expense.

• Budget

The Board discussed the 2009 proposed budget including impact of the economy, historical commitments to donors, and the order in which funds are allocated to various programs and scholarships. Rugg whether there are opportunities available that would create a significant revenue stream. Rugg stated that the board will have to consider what are some potential revenue streams for us, and meanwhile, don't be blinded by the 2009 projection. If you take that projection out and you look at the total for 2008 in the available fund and operating fund, the board is solvent and has made money.

Rugg stated his desire to merge the AFF and operating fund and earmark commitments such as scholarships, COC funding, and other noted expenses. Young inquired about being able to see a 2008 year-end projection. Smith asked to separate the donor reception from other fundraising expenses.

Action: Watts will prepare the following information for board review at the Foundation Midyear Meeting:

- *Explanation of Smith-Barney administrative fee structure*
- *2008 projections for items noted by the board from Annual Conference activities*

- *Revised documents reflecting a merger of the AFF and operational fund, and separation of the donor reception from other fundraising expenses*
- *Updated 2008 year-to-date results for the Foundation midyear meeting*
- *Financial projections through 2011(which will include some assumptions)*

Action: Rugg will discuss the 2009 golf tournament with Dave Koch and possibility of additional sponsorships

XI. 2008-2009 Planning Discussion

Discussion Outline:

- Next Million Discussion
 1. Components – Corporate/Individual
 2. Timeline – Goals per year
 3. Marketing
- 2008-2009 Corporate Plan
 1. Partner Renewal
 2. New Partners
 3. New Levels (Architects Circle)
 4. Cultivation Plan
 5. Ad hoc Committees?
 6. Recognition Plan

Discussion Notes:

- **General Giving**
The board discussed about how to engage students and how to simultaneously increase giving from all Conference attendees.
- **USTA Matching Gift**
Fletcher asked Bach if the USTA has announced their intention to match gifts at the 2009 Annual Conference yet. Bach stated that there has been no confirmation so far, but that Blumenthal normally is informed prior to the U.S. Open.
- **Matching Giving Campaign**
The board discussed strategies for expanding student giving, including a possible “two for one” or doubling/match campaign, supported by a V.I.P. Foundation donor. The board agreed that the Student Leadership Team and National Student Representative Rachael Finley should be included in this process.

Action: Rugg will communicate with Finley prior to the NIRSA Board Midyear Meetings about the opportunity for a student-oriented fundraising campaign.

Action: Consider inviting Finley to attend Foundation Midyear Meeting in November.

Action: Smith with speak with Darcy Bingham about the logistics of the new campaign: timeline (Conference only, or year-round) and amount of giving she can pledge.

- **Cultivating Member Knowledge**

Crockett suggested that the Foundation pitch during the regional meetings should focus on recognizing scholarship winners, usage of the career center, *Recreational Sports Journal*, etc., demonstrating how many people are benefiting from the activities the Foundation supports. The board brainstormed the information to be shared with members at the regional meetings and determined the following talking points:

1. “Thanks a million” - thank the membership for helping us get here
2. Foundation board’s desire to continue to provide those services the membership has determined to be important and desirable
3. Destinations of Endowment funding:
 - a. Career Opportunities Center
 - b. 222 Student and professional scholarships
 - c. Support of the *Recreational Sports Journal*
 - d. Other educational initiatives
4. Future Goals
 - a. Expanded support of educational opportunities
 - b. Involvement with Bluefishjobs.com
 - c. Increased number of scholarships
 - d. Further research

- **Goals**

The board discussed the various educational opportunities they are currently supporting and the value of each of these. The board discussed whether they should consider supporting or continuing to support other NIRSA-related educational programs such as the Career Opportunities Center, various institutes and schools, Bluefishjobs.com, student pre-Conference workshops, etc.

Bach asked whether the board has determined a timeline for the new campaign brochure. Fletcher and Stoutner stated and Rugg agreed that they’d like to have it ready for the next Annual Conference. Discussion and brainstorming will happen prior to that and any marketing pieces will be completed prior to the Annual Conference. Bach asked the board if they had reviewed the results of the 2007 Member Survey to determine which items align with the Foundation’s mission. It was noted that the Career Opportunities Center was rated number one for value and satisfaction by NIRSA members, among all NIRSA member services and opportunities.

The board discussed various ideas for the direction of the Foundation in its new campaign, and agreed that it would not be appropriate to launch another million dollar campaign immediately after reaching the \$1 Million Milestone. Instead, Capra suggested focusing this first year on thanking members for helping them reach this milestone. Fletcher stated that the board can continue to focus on its support of educational initiatives in the meantime. Young echoed the idea of thanking and acknowledging the membership this year, and preparing for a new campaign to be launched in the 60th year of NIRSA, in the meantime.

Rugg stated that the focus for this year until the 2009 Annual Conference will be:

- Development of student giving/matching initiative
- Corporate giving

- Developing a small campaign tying in to the 60th Anniversary Conference in Charlotte, NC
- Celebrating the culmination of the Million Dollar Milestone Campaign.

Action: Highstreet brought point that board is discussing what goes where at the National Conference is that Foundation board may not have slot at opening session. Will need to be discussed by the Foundation board.

Action: The following items will be added to the agenda for the next teleconference meeting:

- *Corporate Giving & Architects' Circle – strategic objectives and assignments*
- *Revised FY09 Documents (Watts)*
- *60th Annual Conference Giving Campaign*

XII. Adjournment

The meeting was adjourned at 12:00 pm on July 25, 2008.