NACA by the Numbers:
National Association for Campus Activities
FY17 Annual Report
NACA: A Year in the Life of an Amazing Association

In reflecting on the year that has passed for NACA, we have many things to be proud of and have a new direction of where the association will go in the future. This is an exciting time in the life of NACA.

In the year that I served as chair of the NACA® Board of Directors, some of the greatest accomplishments that we as an association experienced include:

Culmination of the Volunteer Experience Summit Work
The National Volunteer Development Team (NVDT), led by Jason Meier, Emerson College (MA), put in an amazing amount of work this year to accomplish the long list of goals that got underway in July, 2014. This year, we were able to check off the final tasks assigned to the NVDT from the Volunteer Experience Summit. This initiative led to the creation of the National Volunteer Development Team, the hiring of a full-time volunteer development staff member, and kick started the process of making our volunteer experience the best in the association world. Our association is better off given the great group of volunteers that we have. I wish to thank the NVDT who has worked tirelessly to help make an impactful experience for our volunteers.

Creation and Approval of a New Strategic Plan
The Board of Directors approved a strategic plan that will shape the major focus of the association for the next three years. A task force of eight volunteer and staff leaders were convened with a set of guiding principles detailing a vision. They researched and identified the Association’s goals for the next three years, doing so with intentionally little direction from the Board other than a request that they focus on only two to three major goals. They did so knowing that with a limited set of goals some constituencies may feel left out. I want to reiterate that the parts of NACA that are going well will continue to do so. The goal of the plan is to help shape the future and to add to the excellent programs and events we offer.

NACA® Foundation Board of Directors
One other major accomplishment that happened this year was the formal establishment and recruitment of a NACA® Foundation Board of Directors. This group will strategically focus on the work of the Foundation and ensure its continued prosperity. If you haven’t had a chance to donate to the "$35 for 35" campaign (happy 35th year Foundation!), I encourage you to do so.

It has been a pleasure and an honor to serve as chair of the NACA® Board of Directors. Keep volunteering and doing everything you can to continue to make NACA the amazing association it has become.

It’s a great day to be alive!

Dan Fergueson
Linfield College (OR)
NACA by the Numbers
Membership, Event Attendance and Business Engagement

FY17 School Membership Demographics

<table>
<thead>
<tr>
<th>Total Enrollment</th>
<th>Private</th>
<th>Public</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0–500</td>
<td>4</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>501–1,000</td>
<td>33</td>
<td>9</td>
<td>42</td>
</tr>
<tr>
<td>1,001–5,000</td>
<td>121</td>
<td>121</td>
<td>425</td>
</tr>
<tr>
<td>5,001–10,000</td>
<td>131</td>
<td>191</td>
<td>191</td>
</tr>
<tr>
<td>10,001–15,000</td>
<td>21</td>
<td>88</td>
<td>109</td>
</tr>
<tr>
<td>Over 15,001</td>
<td>141</td>
<td>152</td>
<td>152</td>
</tr>
<tr>
<td>Total</td>
<td>433</td>
<td>495</td>
<td>928</td>
</tr>
</tbody>
</table>

Event Attendance

2017 National Convention
Total Schools: 376
School Delegates: 1,852
Full Registration: 1,768

2016 South Regional Conference
Total Schools: 90
School Delegates: 592
Full Registration: 583

2016 Mid Atlantic Regional Conference
Total Schools: 76
School Delegates: 444
Full Registration: 409

2016 Mid America Regional Conference
Total Schools: 104
School Delegates: 574
Full Registration: 527

2016 Institutes Total Attendance
Huge Leadership Weekend: 72
Programming Basics: 25
SPIRIT: 48
Summer Leadership Event: 125
Concert Management: 41

2016 Central Regional Conference
Total Schools: 59
School Delegates: 355
Full Registration: 351

2016 Northeast Regional Conference
Total Schools: 131
School Delegates: 969
Full Registration: 894

2016 West Regional Conference
Total Schools: 84
School Delegates: 473
Full Registration: 455

2017 Northern Plains Regional Conference
Total Schools: 101
School Delegates: 680
Full Registration: 671
Day Pass: 31

Associate Participation
FY17 Booths Purchased
South: 131
Central: 84
Mid Atlantic: 154
Northeast: 177
Mid America: 121
West: 96
Northern Plains: 105
National Convention: 214

FY17 Showcase Applications
South: 392
Central: 310
Mid Atlantic: 488
Northeast: 500
Mid America: 473
West: 417
Northern Plains: 385
National Convention: 546
Volunteer Services

2016-17 was the year of the NACA Volunteer Experience. The National Volunteer Development Team (NVDT) successfully completed the VES recommendations this year. With an intensified focus on the volunteer experience, beginning with marketing, application and selection, training, evaluation, and recognition, we’ve seen tangible results in almost every area of our Association.

Evaluation
• The Volunteer Services Department continues to evaluate the volunteer program through the use of a benchmarked Volunteer Satisfaction Survey

Marketing
• NACA celebrated those who give of their time and talent during National Volunteer Week 2017 via a social media campaign
• A Marketing & Communications form was created for volunteers to formally request items to be sent as an e-blast from the Office

Recognition
• National Volunteer Week 2017 recognition campaign, which culminated in an RF “Tile” being shipped to every volunteer who helped this year

Training
• A new initiative, branded NACA “U”, resulted in the first volunteer orientation webinar ever created by NACA, followed by an RCPC Chair December training via Zoom and an RCPC Chair February training at National Convention

Resources
• FAQs were written for NACA.org to help answer questions about volunteer forms/paperwork, changing schools, training options, NACA® Connect and more!

NACA® Social Media by the Numbers*

12,785 Facebook Likes
1,168 Instagram Followers
7,556 Twitter Followers
9,988 LinkedIn Followers
4,829 NACA Connect Users

*as of 7-28-2017.
NACA® Foundation & Education & Research

• The Research and Scholarship Group announced the approval of the Journal of Campus Activities Practice and Scholarship (JCAPS) and a research agenda for the association.

• The Education Advisory Group implemented a new liaison structure to facilitate communication among groups who help administer the educational program and provided new guidelines for the ed session review process.

• NACA offered a four-part webinar series on assessment in the summer, eleven webinars in the fall, and five in the spring. In addition, NACA introduced a new podcast format, with an inaugural podcast on campus activities during the Trump administration. There were several webinars on Connect 4 topics (student engagement, experiential learning, leadership development, and employability skills). There were also Appy Hour webinars that provided practical applications for new technology, in addition to a series of webinars for Careers in Student Affairs Month and a series of webinars for career development topics in the spring. All webinars are available on demand in the ENCORE digital library.

• Eight (8) students were awarded internship positions through the NACA® Internship Program.

• The Diversity and Inclusion Taskforce met throughout the year, submitted a comprehensive report to the Board of Trustees, and received approval for two recommendations – the adoption of NACA® Competencies for Diversity and Inclusion and the establishment of the Diversity Advisory Group.

• A total of 1,191 students representing 93 institutions took the NACA® NEXT evaluation thanks to 160 advisors who encouraged them to take this employability skills assessment.

• The NACA® Foundation offered 29 scholarships and awarded 19 last year.

  • The NACA® Foundation awarded research grants to six research teams:
    Team 1: Brianne Rogers & Emily Nacy
    Team 2: Colin Stewart
    Team 3: Salandra Bowman & Rosaline Sumpter
    Team 4: Katie Winstead Reichner
    Team 5: Jason Meier & Amma Marfo
    Team 6: Erica Wilborg & Amanda Mintz

  • The NACA® Foundation awarded a total of $25,720 in research grants, scholarships and awards.
National Association for Campus Activities
Statement of Financial Position
As of April 30, 2017

ASSETS FY16
Current Assets
Cash and cash equivalents .......................$128,918
Accounts receivable ............................167,058
Prepaid expenses ..................................74,019
Deposits for future events, current ..........62,897
Total current assets .........................432,892

Investments ....................................1,139,014

Property and Equipment
Land .................................................277,414
Building ...........................................713,624
Office furniture and equipment ..............727,921
Total cost ....................................1,718,958
Less, accumulated depreciation ...............(942,273)
Net property and equipment .................776,686

Other Assets
Notes receivable, noncurrent ................... 0
Deposits, noncurrent ........................... 38,387
Other .............................................. 21,466
Total other assets .........................59,853

Total assets ..................................$2,408,445

LIABILITIES AND NET ASSETS FY16
Current Liabilities
Accounts payable and accrued expenses .... $106,139
Accrued wages and compensated absences ... 96,690
Deferred membership and other fees ...... 650,577
Due to Educational Foundation ........... 0
Line of credit ................................... 190,000
Notes payable, current portion .......... 14,493
Other current liabilities ...................... 26,810
Total current liabilities ..........1,084,709

Long-Term Liabilities
Long-term debt and commitments ....... 0
less current maturities ...................... 0
Total liabilities ..........................1,084,709

NET ASSETS
Unrestricted ..................................1,270,425
Temporarily restricted ....................... 53,311
Total net assets ..........................1,323,736

Total liabilities and net assets ..........$2,408,445

National Association for Campus Activities
Statement of Activities
Year Ending April 30, 2017

Operating Revenues FY16
Membership dues ............................ $948,811
Regional income ............................. 1,929,710
Convention .................................... 1,253,845
Institutes ...................................... 403,225
Collaborative arrangements ............... 78,875
Spring events ................................... 0
Publications ................................... 22,343
Total revenues and other support .......4,636,809

Operating Expenses
Program expenses ......................... 4,278,445
General and Administrative .......... 455,416
Fundraising ................................... 6,171
Total operating expenses .........4,740,032

Operating surplus (deficit)
before support, investments, other income and depreciation (103,223)

Support and other income
Commissions ................................... 96,963
NACA office support ...................... 22,029
Other income .................................. 16,525
Total support and other income .......135,517

Operating surplus (deficit)
before investments and depreciation 32,294

Investment and interest income
Investment income net ...............101,881
Other interest income .................. 1,988
Total investment and interest income 103,869

Operating surplus (deficit)
before depreciation .....................136,163

Depreciation ..................(160,027)
Decrease in net assets ........... (23,864)

Beginning net assets ..........1,347,600
Ending net assets ................1,323,736
NACA® Foundation
FY17 Financial Statements

NACA Educational Foundation
Statement of Activities
Year Ending April 30, 2017

ASSETS FY16
Current Assets
Cash .......................................................... $3,657
Prepaid Expenses ....................................... 888
Due from NACA ........................................... 0
Total current assets ...................................... 4,545

Investments ........................................ 512,600
Total Assets ........................................... 517,145

LIABILITIES AND NET ASSETS
Current Liabilities
Due to NACA ............................................. 2,194

NET ASSETS
Unrestricted ............................................. 31,313
Temporarily restricted .................................. 483,638
Total net assets ........................................... 514,951

Total liabilities and net assets ................... $517,145

FY 2015
Revenue and other support
Contributions and in-kind support ................ $33,778
Investment return ........................................ 24,133
Total revenue and other support ................... 57,911

Expenses
Program ................................................. 25,720
General and Administrative ......................... 4,949
Fund Raising ............................................ 18,531
Total expenses .......................................... 49,200

Increase in net assets .................................. 8,711

Beginning Net Assets ............................... 506,240
Ending Net Assets ..................................... $514,951
Vision

The National Association for Campus Activities will be the recognized leader in higher education for providing the knowledge, ideas and resources to promote student learning through engagement in campus life.

The Board of Directors approved the following two goals to guide the Association during the next three years as it moves toward achieving its vision.

Goal: Advisor Development

Establish NACA as the premier professional association for those who directly advise students engaged in campus activities.

Those with direct advising responsibilities were identified as the target population for this plan. Equipping advisors with relevant tools, resources and networks will allow advisors to have a greater impact on student learning, NACA engagement and campus programming—both now and throughout their future work in student affairs.

• Develop a model rooted in sound research and practice that supports seamless learning across all professional development offerings.
• Offer a comprehensive set of tools and resources that focus on programming and student organization advisors.
• Enhance opportunities and resources for graduate students to prepare them for their professional roles as advisors.
• Equip advisors to impact social justice through programming by providing the means to advocate for diversity and inclusion.
• Create local, affordable opportunities to facilitate community and encourage professional staff engagement.
• Expand opportunities for members to connect based upon their professional identities.

Goal: Membership Growth and Engagement

Stimulate membership growth and engagement by acting with intention, nimbleness and responsiveness in all endeavors.

The second focus, on membership engagement, will frame how the Association conducts its interactions and ensures its offerings provide value to members. The objectives in this theme will solidify the NACA role as a leader in linking learning through campus activities with the entertainment industry.

• Develop a customized, interactive digital platform to encourage members to find resources, do business and engage with the association 24/7/365.
• Reengineer the convention and conference experience to maximize value and engagement.
• Leverage partnerships/collaborations to create new opportunities that advance the NACA mission.