



## 2011 ACPA Foundation Annual Report

March 27, 2012

ACPA Annual Convention

Louisville, Kentucky

### Dear Friends:

The ACPA Foundation, which is the fund raising arm of ACPA, has as its mission an on-going commitment to maximize our level of financial support to our Association. Toward that end, what follows is a brief report of our most significant accomplishments and quality improvements in the work of the Board. We invite all ACPA members and friends of the Association to join the Foundation in serving our profession as we strive to **Make a Difference in the Lives of Students.**

### Overview

The purpose of the ACPA Foundation is to seek philanthropic support for ACPA initiatives involving research, scholarship, professional development, and leadership programs. In 2011, the Foundation provided a total of \$12,000 to ACPA through its fundraising efforts, and \$3,442.00 in Convention scholarships. The Foundation Board of Trustees extends its appreciation to the 403 donors making a total of nearly 809 gifts to the Foundation in 2011. We also want to acknowledge and thank our corporate and institutional friends for their gifts of time, talent and sponsorship in support of the work of the Foundation: Education Realty Trust; On Campus Marketing; USA Today; Campus Labs; William Spelman Executive Search; Teamworks; Forrest T. Jones; Live Text; Public Identity; EBI; Interview Stream; Lumina Foundation for Education; Seabrook House; and all the Educational Partners.

We are also pleased to acknowledge and thank our 2012 ACPA Foundation sponsors for events and/or initiatives: On Campus Marketing; USA Today; Campus Labs; My Favorite Student; The Diversity Speaker; George Washington University of Higher Education; and the National Society for Leadership and Success.

### Fund Raising Accomplishments

1. Our **Diamond Honoree Program** is entering its fourteenth year. At the 2012 ACPA conference, the following individuals were honored for their outstanding and sustained contributions to higher education and to student affairs:

Elisa Abes  
Vivian Boyd  
Maura Cullen  
Marine Cunningham  
Heather Shea Gasser  
Florence Guido

Audrey Jaeger  
Roger Ludeman  
Denise Ottinger  
Carolyn Palmer  
Stacey Pearson-Wharton  
Richard Stevens  
Chandar Gupta Supersad

Since its inception, the Diamond Honoree program has recognized 200 colleagues and generated over \$250,000. To date, the class of 2012 has generated \$24,687.00.

*Visit the **Donor/2011** page of our web site to make a donation in honor of one or more of the 2011 Honorees.*

2. In partnership with ACPA, the Foundation secured a total of \$103,688.00 in corporate sponsorships for 2011. \$81,700.00 in sponsorships went to ACPA programs including convention activities and professional development institutes, and \$21,998.00 went to Foundation programs including our research grants program and convention event related programs. A full list of all corporate partners for ACPA and for the Foundation may be found on our respective websites.

### **Distribution of Funds Raised**

1. The Foundation's **Grant Review Committee** continued the work begun in 2000, to provide grants in support of ACPA researchers who are investigating issues of interest to the student affairs profession. In 2011, there were no additional grants awarded. A decision was made by the Board of Trustees during the summer of 2011 that the grant cycle would change from two cycles (February and October) to one cycle in July. In July 2012, \$10,000 will be awarded. The Foundation appreciates the support provided by our corporate friends and is proud to be able to provide much needed assistance to ACPA scholars whose work enhances the student affairs profession through the generation and dissemination of knowledge about college students.

*(For more information about the Foundation Grant program and to view a description of projects funded since visit the Grants page of our Web site).*

2. In 2011, **the Foundation provided \$12,000 to ACPA** in support of:

a. ACPA initiatives and efforts as deemed appropriate by the Executive Director of ACPA.

### **Quality Improvements in the Work of the Board**

1. The Foundation has worked collaboratively with the ACPA President, ACPA Executive Director, Governing Board and leadership to maintain open lines of communication and collaboration. The Foundation and Governing Board will intentionally create a collaborative partnership to advance the present and future success of our association.

2. We have fully implemented the Trustee Associates program and are pleased to begin a second year of with six new Trustee Associates. The program was developed to increase support and participation for fundraising activities and Committee work of the ACPA Foundation.

3. We have entered again into a twelve-month agreement with our contracted service provider, The Rivers Organization (TRO), to manage our database; communications; and financial matters.

4. The Foundation created a team of Higher Education stakeholders that will devote their efforts to gaining donations to be used solely by the Foundation for scholarships, grants and other initiatives that are part of the organization's mission. Our strategy will be built around the identification and securing of resources needed to advance the mission and strategic goals of the Association and Foundation. This committee will be driven by objectives that support the Foundations' mission. To that end, board involvement along with the "Ask Team" will be essential to the success of the development plan. The board is hoping to attract diverse members from all levels association involvement. The Foundation hopes that newer members should be drawn to the team to gain experience working with mentors as well as to contribute through their time and effort. The team will be launched in Louisville at the Annual Convention.

5. We have updated and streamlined grant proposals and funding requests. The ACPA Foundation supports research and programs aimed at developing and enhancing the student affairs profession and generating and disseminating knowledge of college students at all levels within higher education (Article Three of the Articles of Incorporation). The most compelling interest of the Foundation is the preparation of students for leadership roles in society. In an effort to fulfill this interest, the Foundation makes available funding for research, scholarship, leadership programs and professional development initiatives. The Foundation funds two types of activities: (1) scholarly research grants and (2) professional development activities.
6. Keeping in mind the core values of an ACPA Foundation, we created an online, transparent trustee recruitment process rooted in fairness and impartiality. The non-bias, individual candidate motivated online process led to the recruitment and confirmation of three new trustees and six trustee associates.
7. Approved a new ACPA Foundation mission, vision, and core values statements that speaks more clearly to the work of the Foundation.
8. The ACPA Foundation is partnering with Eric Stoller, Social Media Consultant. In 2012, the ACPA Foundation will be launching a comprehensive social media campaign, along with a new look to the Web site. The focus of the campaign is to share with members the “who, what, why and how” of the Foundation.
9. Elected New Executive Officers for 2012-2015:

Myra Morgan, president-elect  
 Kristin Skarie, vice-president-elect  
 Rob Hradsky, treasurer-elect  
 Richie Stevens, secretary-elect

10. New Trustees for 2012-2015 includes:

Dan Morrison  
 Denise Ottinger  
 Robert Page

11. Trustee Associates for 2012-2014/15 includes:

Patrick Duffy  
 Peter Fagan  
 Garry Morgan  
 Dawn Morgan  
 Aron Myers  
 Megan Spelman

*For a complete listing of the Board of Trustees for 2011 – 15, please go to our website.*

The members of the Foundation's Board of Trustees are committed to expanding our effort and our reach. We thank all those who have responded to our appeals this year and look forward to continuing our work on behalf of our Association, our profession, and our students.

Sincerely,

*Robin A. Diana*

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President, ACPA Foundation

[www.acpafoundation.org](http://www.acpafoundation.org)