



2016 ANNUAL REPORT

Reporting October 1, 2015–September 30, 2016

MISSION STATEMENT

NAADA provides education, support and recognition for individuals dedicated to expanding resources for land-grant and other colleges of agricultural sciences and related programs.

FINANCIAL STATUS

Balance Sheet	2016	2015	2014
<i>Assets</i>			
Checking	\$22,083	\$12,539	\$36,109
Operating Reserve	\$34,366	\$34,347	\$21,943
Investments	\$85,926	\$86,214	\$83,962
Accounts Receivable	\$0	\$0	\$0
Prepaid Assets	\$9,950	\$3,236	\$2,046
Total Assets	\$152,325	\$136,336	\$144,060

Liabilities & Equity

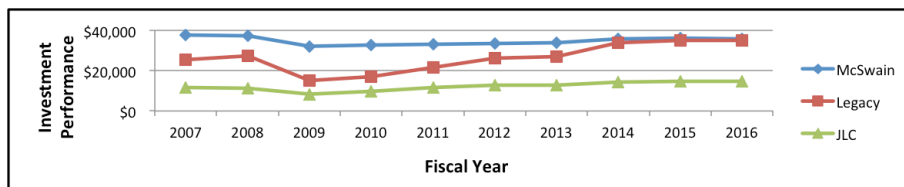
<i>Liabilities</i>			
Accounts Payable	\$23,578	\$1,401	\$198
Deferred Dues	\$17,900	\$10,900	\$8,050
Total Liabilities	\$41,478	\$12,301	\$8,248

<i>Equity</i>			
Retained Earnings	\$124,035	\$135,396	\$119,192
Net Income	\$(13,187)	\$(11,361)	\$16,620
Total Equity	\$110,847	\$124,035	\$135,812
Total Liabilities & Equity	\$152,325	\$136,336	\$144,060

Previous Year Profit/Loss Comparison	2015	2014	2013
Membership	\$37,100	\$38,800	\$37,325
Sponsorship	\$69,500	\$37,000	\$43,500
Registration	\$72,550	\$86,717	\$102,725
Total Income	\$188,460	\$169,371	\$188,515
Management	\$58,000	\$53,458	\$51,500
Conference	\$109,376	\$83,014	\$94,255
Other	\$25,240	\$17,569	\$14,305
Expense	\$194,568	\$154,305	\$160,061
Investment (Gain/Loss)	\$-5,253.85	\$1,554	\$804
Net Income	(\$11,361)	\$16,620	\$29,257

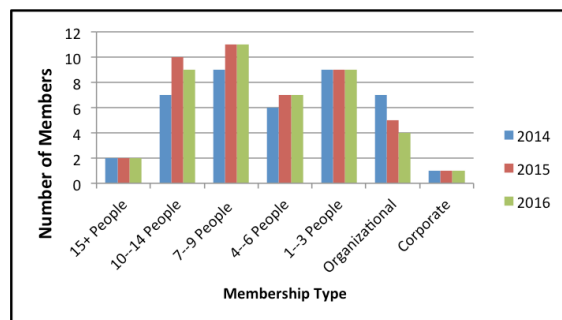
INVESTMENT FUND PERFORMANCE

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
McSwain	\$37,640	\$37,485	\$32,154	\$32,746	\$33,044	\$33,409	\$33,851	\$35,868	\$36,106	\$35,994
Legacy	\$25,589	\$27,511	\$14,982	\$17,029	\$21,753	\$26,310	\$26,817	\$33,887	\$35,193	\$35,075
JLC	\$11,647	\$11,366	\$8,389	\$9,632	\$11,589	\$12,753	\$12,960	\$14,206	\$14,915	\$14,865



MEMBERSHIP

	2014	2015	2016
15+	2	2	2
10-14	7	10	9
7-9	9	11	11
4-6	6	7	7
1-3	9	9	9
Organizational	7	5	4
Corporate	1	1	1



FROM THE PRESIDENT

Dear NAADA Family,



On behalf of your Board of Directors, congratulations to NAADA for another outstanding year! The successes of our organization are made possible by the commitments and hard work of our member institutions. From continuing to renew memberships in a timely manner and sponsoring the conference, to supporting the professional development of advancement professionals and volunteers through attendance at the annual conference, to members giving freely of their time to work on committees on behalf of the organization, year after year we are able to look back proudly on all we have accomplished together.

The NAADA Board of Directors takes great care in stewarding the investments your institutions and you make in NAADA through dues, sponsorships, and donations. You will note in this report of our fiscal year 2016 (October 1, 2015- September 30, 2016) a strong financial standing, as well as some key accomplishments of the organization—all meant to provide you

with the best professional development opportunities and return on your investment. I hope this information is helpful both as a guide and inspiration for each member of the NAADA Family.

We also acknowledge and thank our administrative partner; Ewald Consulting Group, Inc. Ewald's diligent work enables the board, association, and members to flourish.

Thank you to each of you for serving the agricultural sciences and related programs at your respective institutions. Our profession makes a profound impact on the land-grant mission. You should be proud of the good work you do to make a difference in the lives of students, alumni, and our communities.

On behalf of NAADA,

Jamie Lucero
President

SELECTED ACCOMPLISHMENTS

Membership Engagement:

- Developed and planned track specific and broad appeal sessions for the first ever co-hosted annual conference
- 77 first timers, and 43 buddies participated in the Buddy Program at the annual conference
- Conference, Education, and Executive Committees collaborated to bring in nationally recognized speakers
- Produced recordings of the annual conference; used for membership recruitment and conference promotion

Communications:

- Implementation of the newly developed style guide
- Master social media calendar was created and implemented by a 5-person team
- Annual Report was reformatted to highlight major accomplishments
- A conference communications plan was established to schedule and combine conference announcements to the membership
- Created the Advancement Data Search on the website allowing members to search benchmarking data from other institutions

Revenue and Finance:

- All Institutional Members renewed – 3 upgraded their membership and 1 downgraded
- Over \$38,000 was raised in sponsorship dollars
- The Operational Fund balance has been built to \$34,000 after only 4 years

Volunteer Engagement and Development:

- The revised Board Orientation process was continued where the new Board Members receive information on NAADA via Power Point and then a more specific committee/track orientation was held individually
- Several institutions now have representation on the Board, including Cornell University, and Washington State University

Recognition:

- 27 Publications & Projects awards, and 10 Individual awards were given out during the conference
- Utilized funds from the Jane Longley-Cook Endowment to support four volunteers in attending the annual conference
- The University of Idaho was approved as the 2018 Conference host

BOARD OF DIRECTORS

Officers:

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Jamie Lucero
Virginia Tech

Vice President
Renee Keese
BASF

Secretary
Jennifer Shike
University of Illinois

Treasurer
Catherine Maxwell
North Carolina State University

Past President/Nominating Chair
Keith Barber
University of Tennessee

Committee Chairs:
Awards
Jordan Moseley
Auburn University

Education Committee
Mary Ann Parsons
University of Georgia

Membership
Kim O'Neill
University of Idaho

Outreach Education
Naomi Knaub
Penn State University

Publications & Projects
Paula Beecher
Clemson University

Sponsorship
Chris Delisio
The Ohio State University

2017 Conference Chair
Pat Whittington
The Ohio State University

2016 Conference Co-Chair
Sennah Honea
Clemson University

2016 Conference Co-Chair
Kathy Kennel
North Carolina State University

2018 Conference Chair
Carly Schoepflin
University of Idaho

Directors at Large:

Director at Large
Kevin Brown
Montana State University

Director at Large
Christi Chadwell
Texas Tech University

Track Representatives:

Alumni Track
Carly Schoepflin
University of Idaho
Communications Track
Adam Cahill
The Ohio State University

Development Track
Melissa Bean
Washington State University

Student Professional Track
Tracy Fallon
University of Minnesota

Volunteer Track
Peter Pamkowski
Cornell University