



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

43rd Annual Membership Meeting

Monday, July 17, 2017 • 12:00 p.m.
San Francisco, California

AGENDA

Welcome and Call to Order

J. Michael Goodwin, Chair, CASE Board of Trustees

July 18, 2016, Minutes of the 42nd Annual Membership Meeting,
Election Results of New CASE Trustees

J. Michael Goodwin

Treasurer's Report

James H. Moore Jr., Treasurer, CASE Board of Trustees

President's Report

Sue Cunningham, President and CEO, CASE

New Board Chair Introduction

J. Michael Goodwin

Meeting Adjournment

James T. Harris III, Chair-Elect, CASE Board of Trustees

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SUMMIT FOR LEADERS IN ADVANCEMENT

Minutes of the 42nd CASE Annual Membership Meeting, Monday, July 18, 2016

CASE Board Chair J. Michael Goodwin called the 42nd Annual Membership Meeting of CASE into session. The minutes of the annual membership meeting of July 13, 2015, were approved.

Mr. Goodwin announced the election results and welcomed the newly elected trustees to the board:

James H. Moore Jr., Treasurer
Teresa Flannery, Secretary
Gordon Arbeau, At-Large Trustee
Paula Bonner, At-Large Trustee
Andrew Careaga, District VI Trustee
Melanie Harmon, District V Trustee
Lori Houlihan, At-Large Trustee
Tina Kauffmann, District III Trustee
Peter Mathieson, At-Large Trustee
Rickey McCurry, At-Large Trustee
Christopher Pipkins, At-Large Trustee
Kathleen Curry Santora,
 At-Large Trustee
Fritz Schroeder, At-Large Trustee

Treasurer James Moore provided an update on the financial status of CASE. Mr. Moore reported that CASE turned in a strong financial performance for the fiscal year ending June 30, 2016.

Mr. Moore reported that CASE's preliminary estimates indicated that CASE reached a record high for

operating revenues at more than \$23 million for fiscal year 2016. He noted that based on the projected revenues and expenses, he anticipated that CASE would be on budget for the fiscal year. Finally, Mr. Moore noted that CASE estimated that net assets were at 65 percent of expenses so CASE was within the reserve policy range.

President Sue Cunningham presented a snapshot review of the 2015–2016 fiscal year at CASE, reporting on institutional membership and major accomplishments. She noted the July 1 rollout of a new membership model and the success of CASE's advancement internship program. In addition, Ms. Cunningham reported that CASE's primary focus for the coming year would be to begin implementing its strategic plan—"Reimagining CASE 2017–2021." She said a key activity for CASE would be business and operational planning to begin realizing this ambitious plan. She noted the senior team who will lead the plan forward and invited members to keep in touch with her and the team. She ended her report by thanking CASE volunteers and members for their commitment to CASE and then turned the lectern over to Mr. Goodwin.

Mr. Goodwin thanked Ms. Cunningham and acknowledged the outgoing trustees whose terms ended at the close of the meeting. He then adjourned the meeting.

Financials

Unrestricted Operating Budget.

CASE is projected to end the 2017 fiscal year in a strong financial position, reaching an all-time high for operating revenues, which are projected to be \$23.7 million, up 2 percent from the previous year. Operating expenses are forecast to be between \$24.4 and \$25.3 million, which would result in CASE being slightly better than budget for FY2017. The market value of long-term investments was \$19.5 million as of June 30, 2017, and includes almost \$2.1 million in investment earnings for FY2017. Although the board approved a \$1.8 million drawdown from long-term unrestricted reserves to fund the

implementation of the strategic plan and other growth initiatives for 2017, the strong investment performance will allow CASE to fund the operating deficit without touching long-term reserves.

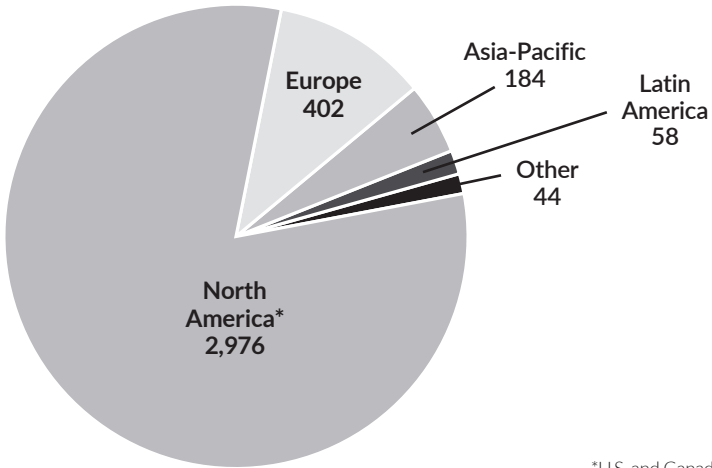
Reserves. The reserve policy approved by the CASE Board of Trustees requires the organization to maintain reserves (unrestricted net assets) equal to an amount between 50 and 100 percent of the annual operating expenses. Based on the current year-end estimate, reserves are projected to be within those guidelines at 65 percent of the total operating expenses.

CASE Five-Year Financial Summary

| | FY17 Projected | FY16 Actual | FY15 Actual | FY14 Actual | FY13 Actual |
|------------------------------|-------------------|----------------|----------------|----------------|----------------|
| Operating Revenue | \$23,704,960 | \$23,263,279 | \$22,656,090 | \$21,264,713 | \$19,868,073 |
| Operating Expenses | 25,322,403 | 23,854,414 | 22,017,637 | 20,774,409 | 18,946,182 |
| Net Operating - Unrestricted | (1,617,443) | (591,135) | 638,453 | 490,304 | 921,891 |
| Net-Restricted Grants | (194,733) | 72,308 | (235,413) | 253,680 | (183,298) |
| Net Operating | (\$1,812,176) | (\$518,827) | \$ 403,040 | \$ 743,984 | \$ 738,593 |
| Non-Operating | 1,847,793 | (300,754) | (20,758) | 1,724,166 | 1,564,376 |
| Change in Net Assets | \$ 35,617 | (\$819,581) | \$ 382,282 | \$ 2,468,150 | \$ 2,302,969 |

Worldwide CASE Institutional Membership

As of June 30, 2017



*U.S. and Canada

Membership

CASE launched a new global membership model on July 1, 2016, that extended access to all benefits to staff at member institutions (eliminating the previous premier membership) and introduced a new benefits package, including complimentary webinars and access to the CASE Library, digital *Currents* and CASE ASAP. Global member engagement grew significantly with 196 percent increase in webinar downloads, 38 percent increase in CASE Library requests and

27 percent increase in CASE ASAP membership.

CASE ended the fiscal year 2017 with 3,664 institutional members worldwide, which reflects a decrease of 26 members over fiscal year 2016. Individuals at member institutions grew by 3.8 percent from 85,269 to 88,602. The number of corporate partners decreased from 146 to 129 while institutional membership grew in Latin America and among community colleges in the United States.



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