



## 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.

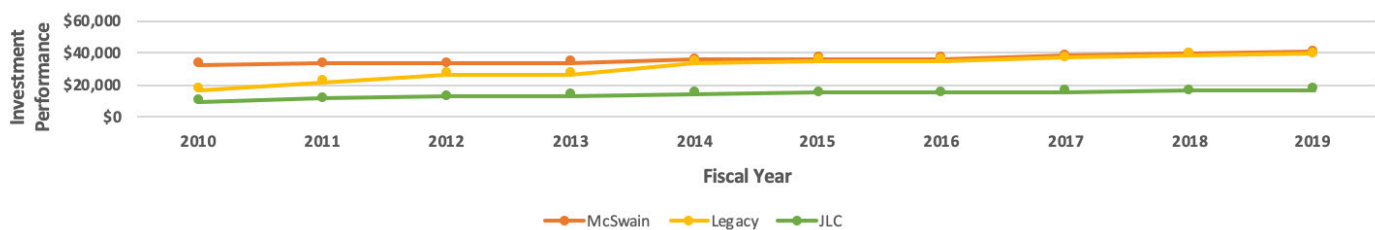
## FINANCIAL STATUS

Balance Sheet	2019	2018	2017
<b>Assets</b>			
Checking	\$7,460	\$16,031	\$18,674
Operating Reserve	\$33,677	\$33,650	\$34,386
Investments	\$96,606	\$94,321	\$90,874
Accounts Receivable	\$6,855	\$0	\$0
Prepaid Assets	\$0	\$0	\$0
<b>Total Assets</b>	<b>\$144,599</b>	<b>\$148,233</b>	<b>\$143,935</b>
<b>Liabilities</b>			
Accounts Payable	\$5,259	\$13,572	\$99
Deferred Dues	\$17,222	\$20,300	\$22,200
<b>Total Liabilities</b>	<b>\$22,481</b>	<b>\$33,872</b>	<b>\$22,299</b>
<b>Equity</b>			
Retained Earnings	\$114,324	\$108,376	\$114,347
Net Income	\$7,794	\$5,985	\$7,289
<b>Total Equity</b>	<b>\$122,118</b>	<b>\$114,361</b>	<b>\$121,636</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$144,599</b>	<b>\$148,233</b>	<b>\$143,935</b>

Previous Year Profit/Loss Comparison	2019	2018	2017
Membership	\$38,720	\$39,000	\$38,625
Sponsorship	\$69,102	\$45,500	\$37,925
Registration	\$76,717	\$77,041	\$81,795
<b>Total Income</b>	<b>\$193,095</b>	<b>\$167,026</b>	<b>\$170,050</b>
Management	\$61,309	\$59,740	\$58,000
Conference	\$94,772	\$71,940	\$96,236
Other	\$28,863	\$25,398	\$23,542
<b>Total Expense</b>	<b>\$184,944</b>	<b>\$157,078</b>	<b>\$177,778</b>
Investment (Gain/Loss)	\$2,285	\$3,448	\$4,949
<b>Net Income</b>	<b>\$7,794</b>	<b>\$5,985</b>	<b>-\$7,728</b>

## INVESTMENT FUND PERFORMANCE

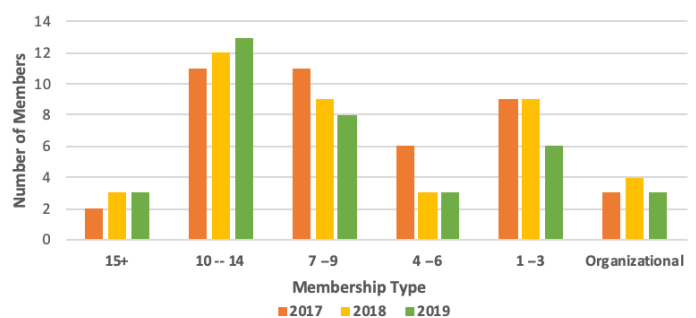
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
McSwain	\$32,746	\$33,044	\$33,409	\$33,851	\$35,868	\$36,106	\$35,994	\$38,067	\$39,511	\$40,468
Legacy	\$17,029	\$21,753	\$26,310	\$26,817	\$33,887	\$35,193	\$35,075	\$37,095	\$38,502	\$39,435
JLC	\$9,632	\$11,589	\$12,753	\$12,960	\$14,206	\$14,915	\$14,865	\$15,721	\$16,318	\$16,713



## MEMBERSHIP

### MEMBERSHIP

	2017	2018	2019
15+	2	3	3
10-14	11	12	13
7-9	11	9	8
4-6	6	3	3
1-3	9	9	6
Organizational	3	4	3



## FROM THE PRESIDENT

Dear NAADA Family,



I'm proud of our Board of Directors and all the accomplishments of the past year. The commitment and hard work of our board generated great success for the organization. We had strong membership renewal and conference sponsorships, which help us to provide professional development for advancement professionals and volunteers, allowing them to attend our educational conference. From board members representing their institutions and NAADA tracks, to support from our administrative partner, Ewald Consulting Group, Inc., NAADA is able to continue moving forward and growing stronger.

Our year in review for 2018-2019 is highlighted below, and you can see from the Annual Report it was an awesome year. We increased our social media presence significantly, using Snapchat and Facebook, we redesigned our website and even launched a meeting app at our conference. We tested our virtual BBS sessions after our 2019 conference – and learned that tracks found this very meaningful for continuing discussions. The board pushed up our planning cycle to start sooner and initiate committee

work earlier in the year. The membership committee continued to reach out to 1856 and 1890 institutions, and we had MANRRS representation at our conference last year. Our financials were in great shape - thanks to budgeting and fantastic sponsorship. Our endowment funds increased, which allowed two Jane Longley-Cook Fellowship awardees to attend the conference last year. We had our first ever GIVE DAY during the conference - generating \$2400 for our Endowment funds. And lots of recognition was given out at our LSU conference (fun was had by all!), so we ended the year on a high note. All the hard work and prosperity from 2019 left us in good shape going into 2020.

I am thankful for NAADA members that serve their institutions and the agricultural sciences and related programs. Your profession makes a difference in the agricultural world and the land-grant mission. On behalf of your Board of Directors, congratulations on an outstanding year of team work to grow the organization!

On behalf of NAADA,  
Renee J. Keese  
President

## 2018 - 2019 SELECTED ACCOMPLISHMENTS

### Membership Engagement:

- Developed and planned track specific and broad appeal sessions for the annual conference
- 14 first timers, and 33 buddies participated in the Buddy Program at the annual conference
- Conference, Education, and Executive Committees collaborated to bring in nationally recognized speakers

### Communications:

- Master social media calendar encompassing all committees and tracks was developed and implemented
- Annual Report was developed to highlight major accomplishments
- Stewardship Report was created to communicate endowment fund activity
- A conference communications plan was established to schedule and combine conference announcements to the membership
- Increased social media presence

### Revenue and Finance:

- Almost all Institutional Members renewed – 1 upgraded their membership, 3 did not renew
- \$46,000 was raised in sponsorship dollars
- The Operational Fund balance is healthy at \$69,100

### Volunteer Engagement and Development:

- The revised Board Orientation process was continued where the new Board Members receive information on NAADA via PowerPoint and then a more specific committee/track orientation was held individually
- Institutions from all across the country have representation on the board
- Incorporated a Service Project to the Baton Rouge Bank into the annual conference

### Recognition:

- 28 Publications & Projects awards, and 10 Individual awards were given out during the conference
- Introduced new Corporate Partner individual award category
- Utilized funds from the Jane Longley-Cook Endowment to support two volunteers in attending the annual conference
- Portland, Oregon was approved as the 2021 NAADA hosted conference location

## BOARD OF DIRECTORS

### Officers:

#### President

Renee Keese  
BASF

#### Vice President

Pat Whittington  
The Ohio State University

#### Secretary

Tina Veal  
University of Illinois

#### Treasurer

Paula Beecher  
Clemson University

#### Past President/Nominating Chair

Jamie Lucero  
Virginia Tech

### Committee Chairs:

#### Awards

Sennah Honea  
Clemson University

#### Communications & Marketing

Echo Martin  
University of Minnesota

#### Education Committee

Amanda Saha  
Formerly University of Kentucky

#### Membership

Carly Schoepflin  
University of Idaho

#### Publications & Projects

Amy Calabretta  
University of Idaho

### Sponsorship

Bridget Paff  
Michigan State University

### 2019 & 2021 Conference Chair

Amanda Martin  
Louisiana State University

### 2020 Conference Chair

Kathryn Reed  
Michigan State University

### Directors at Large:

#### Director at Large

Jordan Moseley  
Auburn University

Kenneth Vaughn  
The Ohio State University

### Track Representatives:

#### Alumni Track

Danica Kirkpatrick  
Purdue University

#### Communications Track

Dana Edwards  
Formerly University of Florida

#### Development Track

Kyle Bymaster  
Purdue University

#### Student Professional Track

Henry Hebert  
Louisiana State University

#### Volunteer Track

Peter Pamkowski  
Cornell University