

2024 NAADA ANNUAL REPORT

Dear NAADA Family,

What an honor it is to serve as your NAADA President—especially in such a landmark year as we celebrate NAADA's 50th Anniversary.

I still remember attending my very first NAADA conference in Arizona in 1997 as a brand-new professional at LSU—fresh out of college and unsure of what I was doing. I'm forever grateful to my mentors at LSU for sending me to that first conference. It was there I began building the network that continues to support and inspire me today at Clemson. I feel especially fortunate to have known founding and historical leaders like Maury Williamson, Bob Bickford, Ray Miller and so many others who helped shape NAADA into what it is today. One of our founding members, Rick Daluge, is still active as an associate member and sponsor. If you haven't had the chance to meet him, I encourage you to do so—he has a wealth of stories and wisdom to share.

This past year has been both productive and energizing for our organization. In May, we welcomed CAM as our new association management firm, and with their help, we've made significant updates to our website and membership system. Like any transition, we've had a few kinks to work through, but we're optimistic these improvements will serve us well as we look toward the next 50 years.

Member engagement has been especially strong this year. We're proud to have 16 unique institutions represented on our Board of Directors and 56 members actively serving on committees. Your dedication and involvement are what make NAADA truly special.

Time and again, our surveys confirm that networking remains the number one benefit of membership—and that's a direct result of the relationships built through your efforts.

This year we also re-branded our NAADA "BBS" sessions as NAADA Virtual Learning, with the goal of offering meaningful professional development throughout the year—not just at our annual conference. While our conference remains our signature event, we hope these monthly sessions create more accessible professional development opportunities for members who may not be able to travel. And don't worry—we're continuing our track catch-up sessions and look forward to expanding and strengthening them in the year ahead. Thank you to our track chairs for keeping those connections strong all year long!

Looking ahead, I'm filled with excitement and hope. If the past 50 years are any indication, the future of NAADA is bright. I hope to connect with many of you during this week's conference, and if we haven't met yet, please come say hello—I'd love the chance to get to know you.

As always, I welcome your ideas, feedback, and conversation. Please don't hesitate to reach out—our best ideas come from our members.



With gratitude,

Paula Beecher
NAADA President 2024-26

2023-2024 SELECTED ACCOMPLISHMENTS

COMMUNICATIONS

- Completed transfer of website and membership data to new platform, Memberclicks
- Master social media calendar encompassing all committees and tracks continues to be utilized in an ongoing basis
- Launched a new marketing and branding initiative across social media, newsletters, and digital assets. Newsletter content is published monthly, and we have added a new member-submitted content section

MEMBERSHIP ENGAGEMENT

- Reached 147 participants through the 2024 Annual Conference
- Held multiple Virtual Learning and Virtual Networking events throughout the year reaching 101 Members and 8 Non-members

RECOGNITION

- Eight Individual Awards were given out during the 2024 Annual Conference
- A stand-alone Publications & Projects program was held to recognize 29 recipients at the 2024 Annual Conference

REVENUE AND FINANCE

- 94% of Institutional members renewed
- \$42,000 was raised in sponsorship dollars
- Implemented more accurate financial reporting practices and introduced more realistic budgeting measures during the planning process
- Key Executive Committee members were granted full access to banking, investments, and accounting platforms, enhancing oversight and governance
- Transferred investment accounts to an external investment firm with the goal of achieving stronger returns and increasing annual payouts

VOLUNTEER ENGAGEMENT AND DEVELOPMENT

- Proud to have 16 unique institutions represented on our Board of Directors and 56 members actively serving on committees
- Volunteer Advantage Certificate Program:** Successfully launched and completed the second cohort, awarding certificates to six professionals representing five institutions.

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INVESTMENT FUND PERFORMANCE

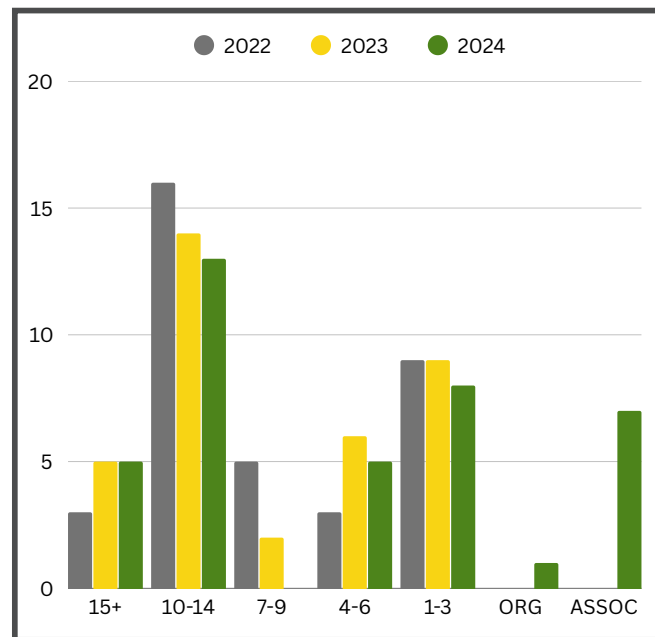
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
McSwain	36,106	35,994	38,067	39,511	40,468	42,080	46,190	40,034		48,988
Legacy	35,193	35,075	37,095	38,502	39,435	41,005	45,011	39,012		44,118
JLC	14,865	14,865	15,721	16,318	16,713	17,378	19,076	16,534		23,324
Total	86,164	85,934	90,883	94,331	96,616	100,465	110,277	95,580	108,894	116,430

FINANCIAL STATUS

Balance Sheet	2024	2023	2022
Assets			
Checking	\$70,109.34	\$25,711.67	\$46,450.36
Operating Reserve	\$40,000.00	\$28,732.46	\$28,694.79
Investments	\$116,430.00	\$101,733.79	\$95,569.60
Accounts Receivable	\$0	\$6,745.00	\$6,350
Prepaid Assets	\$0	\$0	
Total Assets	\$226,539.34	\$162,922.92	\$185,729.59
Liabilities			
Accounts Payable	\$91,734.87	\$27.72	\$18.20
Deferred Dues	\$8,800	\$26,485.00	\$32,200
Total Liabilities	\$91,734.87	\$26,512.72	\$32,218.20
Equity			
Retained Earnings	\$136,410.20	\$153,511.39	\$146,794.86
Net Income	(\$1,611.18)	\$17,101.19	\$6,716.53
Total Equity	\$134,799.02	\$136,410.20	\$153,511.39
Total Liabilities & Equity	\$226,533.89	\$162,922.92	\$185,729.59

Financial Reporting October 1, 2023- September 30, 2024

MEMBERSHIP



Previous Year Profit/Loss	2024	2023	2022
Comparison			
Membership	\$50,012.00	\$45,575	\$37,675
Sponsorship	\$35,800	\$28,750	\$86,500
Registration	\$82,540	\$97,905	\$74,290
Total Income	\$185,668.94	\$181,029.07	\$209,139.61
Management	\$73,381	\$63,228.60	\$62,448
Conference	\$116,755	\$138,152.99	\$91,075
Other	\$9,987	\$0	\$31,181
Total Expense	\$200,118	\$201,381.59	\$184,704
Investment (Gain/Loss)	\$14,695.76	(\$3,251.33)	(\$17,719.18)
Net Income	(\$14,450)	(\$17,101.19)	\$6,716.53

MEMBERSHIP	2024	2023	2022
15+	5	5	3
10 - 14	13	14	16
7 - 9	0	2	5
4 - 6	5	6	3
1 - 3	8	9	9
ORGANIZATIONAL	1	0	0
ASSOCIATE	7		