

2025 NAADA ANNUAL REPORT

As I reflect on this past year, I am incredibly proud of the momentum and collaboration across NAADA.

This year was marked by thoughtful planning by your board of directors, strong member engagement, and a shared commitment to strengthening our organization for the future. From a successful 50th annual conference at Purdue University to virtual learning and networking opportunities, strategic discussions about membership growth, conference accessibility, and professional development, our board remained focused on creating meaningful value for our members.

One of the highlights of the year was the continued growth of member-driven programming, listserv engagement and networking opportunities. NAADA members consistently demonstrated a willingness to share ideas, mentor peers, and collaborate across institutions — reinforcing what makes this organization so special. Our annual conference generated overwhelmingly positive feedback and produced a strong financial outcome that will help support future initiatives and investments.

This year also challenged us to think strategically about where NAADA is headed next. Together, we explored ways to expand virtual engagement, strengthen professional development offerings, refine our track structure, and increase opportunities for members to connect year-round. Those conversations reflected our commitment to ensuring NAADA remains relevant, responsive, and impactful for both current and future members.

I am especially grateful to our volunteer leaders, committee members, conference hosts, sponsors, and CAM partners for the countless hours invested in supporting this organization. Their leadership and dedication continue to move NAADA forward.

Thank you for your commitment to this community and to the important work happening across our institutions every day. I look forward to continuing this work together in the year ahead.



With gratitude,

Paula Beecher,
NAADA President 2024-26

2024-2025 SELECTED ACCOMPLISHMENTS

ORGANIZATIONAL GROWTH & STRATEGY

- Conducted extensive long-term planning discussions focused on the future of NAADA, member engagement, and evolving professional needs.
- Explored new membership structures and expanded virtual engagement opportunities to increase accessibility and participation.
- Refinement of board work plans, SOPs, and committee structures to improve organizational effectiveness.
- Developed new member outreach and institutional engagement strategies to strengthen participation across land-grant institutions.

FINANCIAL STEWARDSHIP

- Successfully transitioned organizational investments and reserve strategies to improve long-term financial stability and interest earnings.
- Improved financial oversight processes and transitioned to online QuickBooks for stronger reporting and transparency.
- Received 100% participation from NAADA past presidents at our 2025 "50 for 50" give day initiative.
- \$10,535 was raised during our 2025 "\$50 for 50" Give Day

CONFERENCES & PROFESSIONAL DEVELOPMENT

- Hosted a highly successful 2025 Annual Conference at Purdue University with strong member feedback and engagement.
- Expanded discussion around future-focused conference programming, including specialized networking, stewardship, and professional development content.

- Planned upcoming conferences in Knoxville (2026) and location TBA (2027), creating exciting opportunities for continued growth and collaboration.
- Education Committee reviewed 28 session proposals and curated a robust educational program for members.

MEMBER ENGAGEMENT & COMMUNICATIONS

- Grew social media audiences and increased focus on member communications and engagement strategies.
- Maintained strong newsletter engagement with nearly 40% average open rates.
- Continuing networking initiatives across professional tracks.

MEMBERSHIP & INCLUSION

- Maintained participation from 33 member institutions while launching renewed outreach efforts to previously inactive institutions. 100% of 2024 member institutions renewed their membership for 2025.
- Created new membership materials and automated onboarding processes to improve the new member experience.
- Expanded conversations around accessibility, volunteer engagement, and inclusive programming models that meet the needs of our member institutions in acknowledgement of the challenging budget climate we are all experiencing.

RECOGNITION

- Nine Individual Awards awarded at the 2025 Annual Conference
- Our Publications & Projects competition recognized 17 recipients in 2025.

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INVESTMENT FUND PERFORMANCE

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
McSwain	35,994	38,067	39,511	40,468	42,080	46,190	40,034		48,988	54,651
Legacy	35,075	37,095	38,502	39,435	41,005	45,011	39,012		44,118	42,515
JLC	14,865	15,721	16,318	16,713	17,378	19,076	16,534		23,324	24,289
Total	85,934	90,883	94,331	96,616	100,465	110,277	95,580	108,894	116,430	121,456

FINANCIAL STATUS

Balance Sheet	2025	2024	2023
Assets			
Checking	\$80,417.00	\$70,109.34	\$25,711.67
Operating Reserve	\$14,000	\$40,000.00	\$28,732.46
Investments	\$121,456.00	\$116,430.00	\$101,733.79
Accounts Receivable	\$2,080	\$0	\$6,745.00
Prepaid Assets	\$1,391	\$0	\$0
Total Assets	\$219,345.00	\$226,539.34	\$162,922.92

Liabilities

Accounts Payable	\$39,972.00	\$91,734.87	\$27.72
Deferred Dues	-	\$8,800	\$26,485.00
Total Liabilities	\$39,972.00	\$91,734.87	\$26,512.72

Equity

Retained Earnings	\$134,799.00	\$136,410.00	\$153,511.39
Net Income	\$46,833.00	(\$1,611.00)	(\$17,101.19)
Total Equity	\$181,632.00	\$134,799.00	\$136,410.20

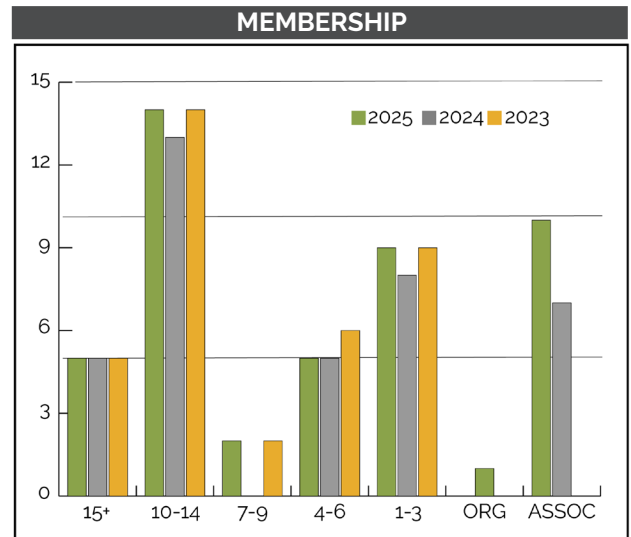
Total Liabilities & Equity	\$221,604.00	\$235,334.00	\$162,922.92
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Previous Year Profit/Loss	2025	2024	2023
Comparison			
Membership	\$42,231.00	\$50,013.00	\$45,325
Sponsorship	\$36,000	\$35,800	\$28,750
Annual Conference	\$103,225	\$84,964	\$99,005
Contributions	\$10,240	\$1,695	\$1,860
Interest Income	\$760	\$2,393	\$3,584
Other	\$320	\$11,208	\$2,505
Total Income	\$192,776.00	\$186,073.00	\$181,029.00

Management	\$64,800	\$73,381	\$64,333.00
Conference	\$40,701	\$116,755	\$102,124.00
Other	\$27,659	\$9,987	\$34,925
Total Expense	\$133,159	\$200,523	\$201,382.00

Investment (Gain/Loss)	(-12784)	\$12,838.00	(\$3,251.00)
Net Income	\$59,617	(\$14,450)	(\$17,102.00)

MEMBERSHIP	2025	2024	2023
15+	5	5	5
10 - 14	14	13	14
7 - 9	2	0	2
4 - 6	5	5	6
1 - 3	9	8	9
ORGANIZATIONAL	0	1	0
ASSOCIATE	10	7	0



2025 NAADA STEWARDSHIP REPORT

NAADA maintains three funds: the NAADA Legacy Fund, the Ruby C. McSwain Enhancement Endowment and the Jane Longley-Cook Awards Endowment. For a number of years NAADA program and education activities were supported through the operating fund in order to allow the three funds to recover following the recession in the late 2000's. With each of the funds now in strong financial position, the Board of Directors has overseen the use of these resources on appropriate activities in accordance with the use policies.

NAADA LEGACY FUND

The Legacy Fund was established to support the association's educational programs.

- Promote and sustain excellence in educational programming at NAADA's Annual Conference, especially the Bob Bickford Lecture Series
- Assist NAADA in achieving geographic and institutional diversity for future conference locations
- Provide resources for outreach programs

In June of 2004 Bob Bickford made a leadership gift of \$5,000 and later pledged an additional \$5,000 for a total of \$10,000. As an organization, since 2004 we have raised over \$20,000 to support this programming.

These funds have been continuously utilized to support keynote and speaker fees for the annual conference and educational events.

RUBY C. McSWAIN OUTSTANDING PHILANTHROPIST AWARD

The NAADA Annual Conference Enhancement Endowment and Ruby C. McSwain Outstanding NAADA Philanthropist Award was established in 2001 by a gift of \$15,000 from the North Carolina Agricultural Foundation, Inc. made in honor of Mrs. Ruby McSwain, an influential and dedicated North Carolina philanthropist. Mrs. McSwain personally provided an additional \$15,000 to the endowment after being so impressed by the NAADA organization, its members and mission.

Earnings from the endowment are to be used to provide flexible support for the NAADA Annual Conference, especially the achievement awards program.

This endowment has most recently be used to fund a portion of keynote speaker fees and educational expenses.

JANE LONGLEY-COOK AWARDS ENDOWMENT

On March 11, 2001 we lost a dear member of our NAADA family, Jane B. Longley-Cook, after a brief struggle with cancer. Jane gave many hours of dedicated, cheerful service to NAADA, serving on the Board of Directors and playing a lead role in establishing the NAADA awards program. With matching support from Bob Bickford, the NAADA Awards Program Endowment was established by the members of the organization.

In honor of Jane's important role with NAADA and her years of service, the NAADA Board of Directors established the Jane Longley-Cook NAADA Volunteer Service Award, given to individuals who have provided outstanding volunteer service to both their home institution and NAADA, as Jane did. In 2015 the Board of Directors established the Jane Longley-Cook Fellowship Award to provide an opportunity for alumni volunteers to attend and participate at the NAADA conference. This award is wholly funded by the Jane Longley-Cook Endowment. Recipients include:

2015

Kevin Huesman, University of Florida
Lindsey Huesman, Kansas State University
Peter Pamkowski, Cornell University
Bruce Christmas, University of Florida

2016

Larry Thomas, University of Minnesota
Aaron Wood, Clemson University
Normand Adams, Virginia Tech

2017

Beth Crocker, Clemson University

2018

Luke Laborde, Louisiana State University
Dixie Dalton, Virginia Tech

2019

Rylee Ahnen, University of Minnesota
Alexis Horton, Michigan State University

2022

Dave Pascoe, University of Minnesota
Sennah Honea, Clemson University

2023

Seth Harden, Purdue University
Elizabeth Galbreath, Virginia Tech

2025 NAADA GIVE DAY

\$50 for 50/NAADA Past Presidents Challenge/NAADA raised **\$3235.00** from our membership during the 2025 Give Day held during the NAADA 2025 Annual Conference. NAADA also raised **\$7,300** from a NAADA Past President's Challenge held leading up to the 2025 NAADA Annual Conference.