



## EVENTS & OUTREACH COMMITTEE

### MINUTES

July 13, 2020

Via Zoom

**MEMBERS PRESENT:** April Clayton, Jordan Jessup, Marile Kunkel, Bryce Mackay, Lyle Markhart

**MEMBERS ABSENT:** Kathy Coffman, Neil Neroutsos

**STAFF PRESENT:** Nancy Barrett, Holly Bernard-Jones, Rachel Evey, Ellora La Shier

Meeting called to order at 12:05 pm.

Committee made introductions and welcomed new board members, Jordan Jessup and Lyle Markhart.

#### 1) **CONSENT AGENDA**

- A. June 2020 minutes approved by consent.

#### 2) **OLD BUSINESS**

- A. 2020-21 Fundraising Plan: Rachel Evey proposed a virtual scholarship reception similar to the WVC virtual graduation. Virtual event would include 20-minute program of pre-recorded speeches followed by slides of scholarship recipients and donors. Committee in favor and discussed format. Group recommended speeches from scholarship recipients, donors, and distinguished alumni award recipient. Group recommended using students and donors in nursing, pharmacy tech, engineering, and/or teaching. Group talked about special touches such as swag giveaways.

#### 3) **NEW BUSINESS**

- A. Fall Appeal: Rachel Evey asked group to consider themes for fall scholarship appeal. Committee recommended highlighting COVID impact, need for nursing and teaching degrees, and student testimonials. Group discussed gratitude communications. Committee recommends continuing phone calls, videos, and social media posts. Rachel Evey proposed Facebook gift match promotion. Foundation had successful gift match during Spring Appeal. Group agreed and recommended soliciting a \$2,000 match.

#### 4) **OTHER BUSINESS**

- A. 2020-21 Meeting Schedule: Committee agreed on 2<sup>nd</sup> Monday at 12:00 pm for meeting time. Committee will meet again in September.
- B. Report to the Full Board

Meeting adjourned at 1:00 pm.

Meeting minutes prepared by Holly Bernard-Jones.