



EVENTS & OUTREACH COMMITTEE

AGENDA

Monday, September 14, 2020 - 12:00 pm–1:00 pm

<https://wvc.zoom.us/j/4675301522>

CALL TO ORDER

Donor Gratitude Recording

1) CONSENT AGENDA

A. July 2020 Minutes

2) OLD BUSINESS

- A. 2020-21 Fundraising Plan
 - i. Scholarship Reception
 - ii. Fall Appeal

3) NEW BUSINESS

A. Foundation Awards

4) OTHER BUSINESS

A. Report to the Full Board

ADJOURNMENT

Upcoming Events:

Board Retreat – September 21
Scholarship Reception - TBD

Upcoming Meetings:

Executive Committee – September 14
Full Board Meeting – September 21
Budget & Finance Committee – October 5
Events & Outreach Committee – October 12

Board Portal: www.wvc.edu/boardportal



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 2nd 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.



EVENT BRIEFING
Scholarship Reception 2020

Event Description

An event that brings together scholarship donors, scholarship recipients, and VIPs for celebration and connection. Typically, the format is an evening event with food, relevant speakers and time for conversation.

Event Details

Event Type	Stewardship
Theme	Celebration & Connection
Venue	Virtual (Pre-recorded)
Date	Video release date: Mid- to Late October (TBD)
Time	TBD
Expected Attendance	N/A
Ticket Price	N/A
RSVP	N/A
Budget	Expenses: TBD Revenue: \$0 Net:

Video Program DRAFT

Duration	Speaker	Message
2 min	Rachel Evey	Welcome
5 min	President Jim Richardson	Welcome, key messaging (TBD)
10 min	Wilma Cartagena	Perspective as donor, community leader, trustee
5 min	Student Speaker (TBD)	Perspective as scholarship recipient
10 min	Distinguished Alumni (TBD)	Perspective as alumni
2 min	Rachel Evey	Closing Remarks
TBD	Various Scholarship Recipients	Slide show of recipients and their submitted photos/statements/short videos

Format/Content Ideas

- Pre-recorded video
 - Launch video at specific date and time
 - Build anticipation on social media/email by sharing student/donor videos
- Mailed invitations to donors/VIPs and students
 - Include small swag for both donors and students
- Honor each scholarship recipient individually (similar to graduation)
 - Display student name, scholarship award, and donor name
 - Include short videos, photos, and/or statements from students and donors
- Potential student speakers
 - Pharmacy Tech student to highlight new program
 - Teaching Scholarship recipient to highlight new program
 - BAS-ET scholarship recipient
 - CAMP member to highlight importance of student support services

Volunteer Duties

- TBD



Fall Appeal Update

Thank you!

Events and Outreach Committee:

Thank you for your thoughts and feedback on our first fall appeal at the July committee meeting. We have prepared the following update. The timeline and concepts presented were developed as a result of your valuable input.

Overview

- Launch: August
- Theme: Scholarships
 - Material will feature photos of students with “thank you” quotes included
- All constituents: appeal featured in Knight Vision and Council of Champions August & September newsletters (3,500 recipients)
- Target Audience: 350+ scholarship donors (made a gift to a scholarship fund in the last 5 years and/or scholarship fund holders)
 - Mail pieces:
 - A letter, 8.5x11 and mailed out the week of August 24
 - A follow up postcard will be sent during the week of September 14
 - Email blast the first and third weeks of September
- Budget: \$1,000

Messaging Opportunities

- Current COVID-19 situation, focus on emerging and changing needs of students
- Front-line professions for WVC alumni (i.e. nursing, teaching, tech, etc.)
- Student stories married with data/stats
- Student lives outside of WVC: working, caring for family, etc.
- Alumni scholarship recipients: where they are now, how WVC helped their education/career launch

Next Steps

- Create a “thank you” video of board members to email out
- Create personalized videos sent to donors and/or shared on Facebook
 - Contact donors to get them to follow our page
 - Get permission from donors to share on social media
 - Donation amount threshold for personalized videos?
- Facebook match of \$2,000 from Red Apple Orchards
 - Board member announcement video (encourage board members to share video on their outlets)
 - Jordan will share on East Wenatchee Rotary Page
 - Share fundraiser to Alumni page

Form Name: Distinguished Alumni Award Nomination Form
Submission Time: July 6, 2020 9:33 am
Browser: Chrome 83.0.4103.116 / Windows
IP Address: 134.39.146.24
Unique ID: 632357334
Location: 47.493999481201, -120.19550323486

WVC Distinguished Alumni Award

Nominee

Name	Robert (Bob) Rust
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Class of:	1969
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Phone Number	(509) 670-4544
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Email	BRSIJEPUIS@AOL.COM
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Why should this candidate receive the Distinguished Alumni Award?	retired as General Manager of Weinstein Beverage long time orchardist in the Wenatchee Valley long time Applarian member founding member of WVC Athletics Booster Club WVC athletic supporter and volunteer volunteer fireman for over 45 years and still active on call outs and fires former Chelan County Fair Board member WVC Athletics Hall of Fame member graduate of Wenatchee Valley College and Central Washington University served on multiple boards and volunteer organizations great big brother
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Your information

Name	Maureen Bryant
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Relationship to Nominee	sister
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Phone Number	(509) 860-2257
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Email	mbryant@wvc.edu
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Confirmation

Form Name: Distinguished Alumni Award Nomination Form
Submission Time: August 3, 2020 1:42 pm
Browser: Chrome 84.0.4147.105 / Windows 7
IP Address: 199.36.90.86
Unique ID: 642874966
Location: 47.370700836182, -120.35929870605

WVC Distinguished Alumni Award

Nominee

Name Jaime Ramirez Hurtado

Class of: 2010

Phone Number (509) 264-5687

Email ramirezj@eastmont206.org

Why should this candidate receive the Distinguished Alumni Award?

Education

1. Wenatchee High School (2007)- JV and Varsity Soccer Captain & An Exemplary Bilingual Student Recipient

2. Wenatchee Valley College (2010)- 3.6 GPA (graduated with honors)

3. Eastern Washington University (2014)- 3.9 GPA (Summa Cum Laude & top student)

Majored in Secondary Health & Fitness Education & completed two minors which include Spanish Education and a Coaching Minor

4. Grand Canyon University (2016)- 4.0 GPA (Master's of Arts In Teaching with an Emphasis in Teacher Leadership)

I should receive the Distinguished Alumni Award for all the accomplishments I have accomplished throughout my educational career and for giving back to my Wenatchee community by teaching elementary PE to over 500 students per year and for coaching soccer to over 50 middle school student-athletes per year. I was a five-year-old Spanish monolingual student when I arrived from Mexico with my two brothers and both parents in order for all of us to obtain a quality education. My two brothers and I did not know English at all. Both my parents never completed a middle, high school, and college education. I was all on my own in my education career. I dreamed of becoming a PE/Health teacher and a soccer coach when I was in third grade. I was the first person in my family to attend and graduate from college. I worked extremely hard in school in order to reach my dream and I did reach my dream! I just completed my 5th year of teaching this year. It is the fourth consecutive year that I received Distinguish (4) in my teacher evaluation out of the five years of teaching. As teachers we are evaluated from 1-4 making 4 the highest grade.

At Wenatchee High School I was chosen as the JV and Varsity Soccer Captain because of my leadership and athletic abilities. I worked extremely hard to become the best soccer player. I did very well academically at WHS. I received an Exemplary Bilingual Award for my good grades. I tutored and help many friends in high school. School came naturally to me. At Wenatchee Valley College, I graduated with honors (3.6 GPA). I tutored many classmates with homework assignments and for upcoming tests. I would hold free study sessions for classmates that needed help studying and learning the class material. At Eastern Washington University, I graduated as the top student of my class Summa Cum Laude (3.9 GPA). I was the only student in my major to earn Summa Cum Laude even though English is my second language. I made Dean's List every quarter I was at Eastern. I started a soccer intramural team. We won many soccer championships. I was the head coach, player, and co-sponsor of the team. At EWU, I tutored many classmates in my major that needed help with class assignments or studying for an upcoming test. At Grand Canyon University (online graduate program), I graduated with a 4.0 GPA. I worked

extremely hard in each class. I helped many classmates for free that needed help with their assignments/projects.

I work as an elementary PE/Health teacher at Cascade Elementary School at Eastmont School District. I have earned Distinguish (4) for the fourth consecutive year. I just completed my 5th year working at Cascade. I am a newer and younger teacher, but I work extremely hard in my position. I teach over 500 students per year. I started a Health and Fitness Club a few years ago. It is a club for 2nd, 3rd, and 4th grade students during lunch recess where we learn and play various team sports and recreational activities. It gives all students an opportunity to make new friends and to stay physically active. Students enjoy the club, and they look forward coming to school because of the club. The club is offered Tuesdays-Fridays. I have girls, boys, and diverse students show up to play together. At Cascade, I eat breakfast and lunch as much as possible with different students in order to get to know all my students well. I attend various after school events to support my students and to get to know their families. I have given soccer balls, footballs, and bikes to students who come from poverty. Also, I was the one who started the girl's and boy's soccer program at Sterling Intermediate School. I coach both the girl's soccer team and boy's soccer team. I coach over 50 middle school student-athletes per year. I teach all my athletes to be good students and athletes. Our program is very successful. Lastly, I helped my teaching partner study for her Health and Fitness WEST-E in order to get endorsed in Health and Fitness. I interpret for Spanish speaking parents/guardians and classroom teachers in all the conferences. I am one of the main school interpreters. I enjoy helping others. I love to use my knowledge and skills in order for others to benefit. I love teaching, coaching soccer, and interpreting!

Letter(s) of support

https://s3.amazonaws.com/files.formstack.com/uploads/3309215/72775721/642874966/72775721_nancys_recommendation_letter.pdf

Your information

Name Jaime Ramirez Hurtado

Relationship to Nominee myself

Organization and Title PE/Health Teacher & Middle School Soccer Coach

Phone Number (509) 264-5687

Email ramirezj@eastmont206.org

Confirmation
