



EVENTS & OUTREACH COMMITTEE

MINUTES

January 11, 2021

Via Zoom

MEMBERS PRESENT: Kathy Coffman, Jordan Jessup, Marile Kunkel, Bryce Mackay, Neil Neroutsos

MEMBERS ABSENT: April Clayton, Lyle Markhart

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

Meeting called to order at 12:03 pm.

1) CONSENT AGENDA

- A. December 2020 minutes approved by consent.

2) OLD BUSINESS

- A. Year-End Appeal Debrief: Rachel Evey reviewed year-end appeal report with committee. Overall \$68,075 raised from 81 donors in 2020 compared to \$13,835 raised from 31 donors in 2019. Potential factors for increase in funds raised for 2020: appeal started three weeks earlier this year; WVC budget crisis in Fall 2019 may have negatively affected donor giving; and pandemic may have positively affected donor giving. Ellora La Shier provided information on target audiences: retained and scholarship donors. Appeal emails had higher click rate than newsletters. Shout out to Marile Kunkel and Brenda Alcala for recording gratitude videos. Positive feedback on year-end thank you postcard.
- B. Distinguished Alumni Update: Nancy Barrett provided update on Distinguished Alumni program. Interviews with 2020 and 2019 Distinguished Alumni award recipients, Jaime Ramirez Hurtado and Barbara Walters, are in progress as well as an interview with Jaime's supervisor. Virtual event will also include remarks from President Jim Richardson and a virtual awarding from Rachel Evey. Event will air on YouTube later this month.
- C. Spring Plans:
 - i. Barbara Wilson Women's Luncheon: Rachel Evey reviewed event briefing with committee. Alisa Strutzel of Tastebuds is interested in partnering depending on date and menu. Group discussed drive-thru and delivery options. Meals would be pre-paid by attendees. Logistic ideas discussed: students holding gratitude/quote signs, location of pick up (WVC parking lot), roses as gifts, and board volunteers.
 - ii. Fun Run: Event is proposed as partnership with Student Senate. Rachel Evey and Jordan Jessup will present idea at Student Senate meeting on Tuesday and report back at February committee meeting.

3) NEW BUSINESS

- A. Spring Appeal: Rachel Evey provided recap of last year's spring appeal work plan. 2020 spring appeal focused on student emergency assistance. Group discussed potential 2021 spring appeal messaging: general fund with areas of support (i.e. enrollment/retention and emergency assistance), concise goals and language, education and student impact. Draft messaging will be presented at February committee meeting. Suggestion made for individual board members to fund raise and match gifts through social media.

4) OTHER BUSINESS

A. Report to the Full Board

Meeting adjourned at 12:58 pm.

Meeting minutes prepared by Holly Bernard-Jones.