



BOARD OF DIRECTORS MINUTES

Monday, October 16, 2023

Members Present: Brenda Alcala, Jennifer Babcock, April Clayton, Kathy Coffman, Chelsea Ewer, Daryl Ferguson, Bárbara Guzmán, Faimous Harrison, Jorden Jessup, Barry Leahy, Bryce Mackay, Danielle Marchant, Brett Peterson, Cathy Rixey, Joshua Wood

Members Absent: Xavier Arinez, Bianca Ebreo, Jessica Gilmore, Don Gurnard, Beverly Jagla, Ron Lodge, Lyle Markhart, Steve Wilkinson.

Staff Present: Rachel Evey, Ellora La Shier, Jill Leonard, Brenda Magaña-Galvan, Mireya Sanchez

CALL TO ORDER 12:03pm

1) WELCOME & INTRODUCTIONS

- A. Guadalupe Brito, WVC Foundation Development Director- introductions from all board members and staff.

2) CONSENT AGENDA

- A. June 2023 Minutes approved by consent without changes.
- B. Committee Report- no commentary or changes.
- C. Financial Reports- approved without questions as part of the consent agenda.

3) REPORT FROM THE COLLEGE - *President Harrison*

- A. Fall quarter has started with priority of President Harrison meeting with stakeholders and various community members. Hires to several Director and VP positions have set implementation of strategic planning in motion. A lot of focus will go into expanding and increasing activity on campus. Fall kickoff message recorded by President Harrison will be made available for viewing for the board. Enrollment has grown this quarter over last year. A focus on enrollment and retention has helped create guidelines for engagement.

4) BOARD EDUCATION— *Ellora La Shier*

- A. Presentation regarding scholarship program. Slides will be made available upon request. Discussion regarding increase in funds, attributed to donor stewardship and persistence by behalf of ED and Scholarship Program Manager.

5) OLD BUSINESS

- A. Debrief: Food Truck Knight- Overall, what worked: more involvement from volunteers, students, and campus staff. Budget shows that Foundation netted just over \$18K, largely due to sponsorships. Tentative date for 2024 is September 20.

6) NEW BUSINESS

- A. Board Governance Material- all materials included in packet. Board Development Procedure and Board Member Commitment Forms have been updated to include relevant information for current operations and practices. Board evaluations for individuals and the

board overall have been included as new forms to be given at mid-year and end of year as a tool for feedback and evolution of board activities. Request for board members to review the documents provided and provide any feedback on changes to the forms before action to adopt at next meeting.

7) EXECUTIVE DIRECTOR REPORT - Rachel Evey

- A. Staff Update- hired Development Director Guadalupe (Lupe) Brito, first day 10/16/23. Focus will be on annual giving, alumni coordination, development through community events, etc. Additionally, Jill Leonard has accepted a position at another organization. Her position has been posted and is currently open to applicants. The focus of the new communications hire will be focused on marketing and communications and less on events planning and coordination. This change is due to the SWOT analysis by the board. Events will be reviewed for their value and may become a part of development director's role for annual giving and alumni engagement.
- B. 2023-24 Goals: Goals are based on SWOT analysis results, which was completed over the 2022-23 year. Three main areas for goals: development, programs, and impact. Development goals: Employee payroll giving re-launch, establishing donor moves management portfolio. Program goals: relaunch alumni program, continuing improvement to scholarship program, analyze results from WVC Bridge program and how to continue that program beyond the pilot, develop comprehensive marketing plan.
- C. 2023-24 Work Plan- Review of calendar for the year showing all activity and how it crosses through development & events, partnerships, scholarship work, board management, grants, and internal controls and functions. Use of this calendar enables us to manage capacity of staff, board, volunteers, etc.

ADJOURNMENT at 1:12pm

Minutes taken by Mireya Sanchez