



DEVELOPMENT COMMITTEE MINUTES

November 14, 2022

Members Present: April Clayton, Daryl Ferguson, Jordan Jessup, Bryce Mackay, Brett Peterson

Members Absent: Danielle Marchant, Cathy Rixey

Staff Present: Rachel Evey, Jill Leonard, Mireya Sanchez

CALL TO ORDER 12:03pm

1) CONSENT AGENDA

- A. October 2022 Minutes approved by consent without changes.

2) OLD BUSINESS

- A. Debrief: Knight Fright Fun Run- 3rd fun run with the first being virtual, second being the May 2022 color run. Total of 36 participants between both campuses, five paid sponsorships and one in-kind sponsorship. The partnerships with ASWVC, ASWVC-O, and the Omak Foundation have proven successful. Things to improve include: preparation time, not scheduling around midterms, sponsorship timeframes, and making sure it does not land on the same day as other fundraisers. Ideas for next event include adding kids' component, additional partnerships with other departments on campus, and local running organizations to gain more attention. Proposal to consider whether this particular event is the most efficient use of resources and time or if we should refocus our efforts elsewhere. Discussion to find a way to remain relevant in students' eyes with an event they can partner with us on and see the source of scholarships in action. Review of events we hold in a year, with discussion on where we can best focus our energies, and suggestion to partner with ASWVC on an event they are already holding. This will reduce the burden on students and give them support on existing events. Discussion on how the Finish Line Scholarship is funded, and what will happen to that if we discontinue this event. There are other options such as giving campaigns and semi-annual appeals.
- B. Scholarship Celebration- partnership with the graphic design department. Design students are putting together the booklet this year. Booklets, a small gift and directions to watch the video will be mailed out in the next couple of weeks. Board help will be requested to prep those envelopes for mailing.
- C. Year-End Appeal- this year a new format of mailer will be used- a 4-fold where one end tears off to form a donation envelope, so that time is not spent stuffing envelopes for donation returns. There is also a postcard with a recipient photo/quote that will go out as the 2nd mail piece. The final piece will be the thank-you postcard, which will be sent to all donors after year-end. Photos and quotes from scholarship recipients, with the Give NCW donation directions will also be posted to social media accounts. Clips of interviews from the scholarship reception will also be used for social media postings, etc.
- D. Holiday Party- event held as retirement party/thank you party for Jim and Kim Richardson. Past and present board/trustee members, as well as many others have been invited to celebrate. There is no formal program, more of a social event with heavy appetizers and

drinks. The Foundation will also be presenting the "Outstanding Friend of the College" award to Jim and Kim Richardson at the celebration.

3) NEW BUSINESS

- A. Piatigorsky- December 14th is the confirmed date. Public wine reception at 5:30 with the concert beginning at 6:30.
- B. Women's Philanthropy Event- proposal in packet with goals, dates, etc. March 23, 2023 is the proposed date, which accommodates the Chamber's Business After Hours on the 30th, and keeps the parking lots open as it is during WVC spring break. Keynote speaker with a social after. Ticketed event with a soft ask, and presentation of the Barbara Wilson Philanthropy award. Discussion as to whether the board getting more heavily involved in planning/execution of the event would alleviate the burden on Foundation staff so that we can still hold this event. Decision to allow the Foundation staff to evaluate need/resources for this event, decide whether we will have the capacity to hold this event with the help of the board, or if it may be best to push it out to the summer. Consideration also to postpone the event this year and replace it with small group dinners hosted by board members with their own community networks to meet and speak with Dr. Harrison. Decision to table planning this event until January discussion, when we will have more information on what our new year schedule looks like with Dr. Harrison.
- C. Donor Appreciation Event- end of the year event, will be held in May. Dr. Harrison will speak, and we will have a few scholarship recipients there to speak as well. Format of the evening will be similar to last year's event.

4) OTHER BUSINESS

- A. Discussion about events that could provide partnership opportunities with students. There may be ways to incorporate these ideas into a welcome event to the new president. Suggestion also to look into creating a "young alumni" club, or another student organization besides ASWVC that we could rely on to volunteer and partner with, as student senate is typically very busy. Discussion on ways to involve other departments or create relationships with other student groups for existing or new events.
- B. Report to the Full Board- discussion of upcoming events, having extra copies of the scholarship booklet printed for board members to put out at their businesses.

ADJOURNMENT 1:07pm

Minutes taken by Mireya Sanchez