



## **SCHOLARSHIP COMMITTEE**

### **MINUTES**

December 6, 2021

**Members Present:** April Clayton, Kathy Coffman, Beverly Jagla, Lyle Markhart, Neil Neroutsos, Josh Wood

**Members Absent:** Chelsea Ewer

**Staff Present:** Rachel Evey, Ellora La Shier

Meeting called to order at 12:01pm.

#### **I. Context for Scholarship Program**

- a. Reminder that scholarship program should fit into the vision, mission, and goals of the foundation. Potential priority areas of the program include enrollment, recruitment, retention, and completion. Enrollment is the number of students attending WVC. Recruitment is how students are reached and choose to attend WVC. Retention is keeping students at WVC from quarter to quarter and year to year. Completion is graduating with a degree from WVC. Areas to keep in mind for the program's priorities are students, donors, and administration.
- b. Components of the scholarship program include fundraising (partnership with development committee), endowment fund allocation (partnership with budget & finance committee), marketing to students, and awarding process (application, review, selection).

#### **II. Discussion: Guiding Philosophy for Scholarship Program**

- a. Discussion regarding outreach to students who are at risk of dropping out, recruitment at area high schools, honoring scholarship awards if students take a gap in their education.
- b. Suggestion to prioritize completion strategies. Discussion regarding renewal awards, promising multi-year funding, focusing on "finish line" type awards, students with some college but no degree. Questions regarding tracking and checking in with students who receive renewal or multi-year funding.
- c. Committee requested a proposal from staff on how to update scholarship program with priority on completion strategies.

#### **III. Other Business**

- a. Marketing the general scholarship application through the public information office (PIO) via geofencing on high school campuses. Suggestion to place advertising in the Wenatchee World and Wenatchee Business Journal to heighten awareness of scholarship program. Discussion to take place at development committee.

Meeting adjourned at 12:51pm.

Minutes prepared by Rachel Evey.