



## BOARD OF DIRECTORS MINUTES

December 18, 2023

**Members Present:** Brenda Alcala, Xavier Arinez, Jennifer Babcock, April Clayton, Bianca Ebreo, Chelsea Ewer, Daryl Ferguson, Jessica Gilmore, Don Gurnard, Bárbara Guzmán, President Faimous Harrison, Beverly Jagla, Jordan Jessup, Barry Leahy, Ron Lodge, Bryce Mackay, Danielle Marchant, Lyle Markhart, Brett Peterson, Steven Wilkinson, Joshua Wood

**Members Absent:** Kathy Coffman, Cathy Rixey

**Staff Present:** Rachel Evey, Ellora La Shier, Jill Leonard, Mireya Sanchez

### CALL TO ORDER 12:00pm

#### 1) CONSENT AGENDA

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

#### 2) BOARD EDUCATION

Strategic Enrollment & Community Partnerships – *Pedro Navarette*

- A. Pedro is WVC's associate vice president of strategic enrollment and community partnerships. This is a new position to the college. Overview presentation on enrollment and community partnership plans. Discussion of how enrollment shifts throughout the year, what impacts those numbers, and how the rural spread of our district area can affect enrollment. Partnerships with local K-12 districts, nonprofits, local government, and small businesses can help gauge what the community needs are and how the college can meet those industry needs. Commentary from President Harrison on the connections within the community and how the initiatives can be implemented to improve the K12-college pipeline. Slides from this presentation will be sent to all board members for review after the board meeting.

#### 3) REPORT FROM THE COLLEGE – *President Harrison*

- A. A national search will take place to fill a campus administrator position at the Omak campus, to provide more clearly defined leadership in that area.

#### 4) TREASURER'S REPORT – *Jennifer Babcock*

- A. **Action:** [FY22-23 Audited Financial Statements](#)- presented in detail at the Budget & Finance meeting earlier this year, with recommendation from that committee to approve the statements as presented.

**Motion from Barry Leahy to approve the statements as presented. Second from Ron Lodge.  
Motion carries without dissent or abstention.**

#### 5) OLD BUSINESS

- A. Year-end Appeal- this is a “valley” year due to current federal tax laws that create incentives for most donors to give their large gifts every other year. Board members are reminded not to worry if our end of year giving is down this year. One factor that contributes to this year’s appeal numbers being low is issue with print shop delay.
  - i. Give NCW- numbers are currently down this year across the board for all organizations. We are about halfway to the goal for the “Give to All” feature that will put us in the running for an additional fund giveaway.
  - ii. Giving Tuesday- good results, we are updating our payment systems to make sure we remain eligible to participate in social media fundraising events.
  - iii. Employee Giving Campaign- we met our end of year goal at the end of November; there’s been a great turnout with our campus community giving and really participating in our social media campaigns.

## **6) NEW BUSINESS**

- A. Scholarship Program Update- memo included in packet covers fall results. Projected to award \$650K for the entire academic year, with prioritization given to renewal awards.
  - i. Volunteer Recruitment- some community clubs and organizations will be approached by board members to continue recruiting volunteer reviewers. New training was selected for reviewers and will be rolled out with the winter quarter group. Discussion regarding allocation of scholarship awards and how donor designation impacts those awards.
- B. 2024 Sponsorship Opportunities- flyer included in packet as well as online. The flyer will go out today in the chamber mailer, tiered opportunities available for different events throughout next year.
- C. WVC Alumni Network- presentation put together by Lupe Brito and presented by Rachel Evey. Review of the Alumni Survey results, with most being interested in a loyalty program, a newsletter and networking events. We also had 22 show interest in volunteering, and those alumni were contacted by Ellora La Shier to propose scholarship application reviewing. As for social media, Facebook and Instagram were the top choices for use, with LinkedIn as a close third. The Foundation currently does not have a LinkedIn page but will explore it as an option based on the response. Other demographics discussed and outlined in the presentation.

## **7) EXECUTIVE DIRECTOR REPORT – Rachel Evey**

- A. Upcoming Events
  - i. Knight at the Wild- Feb. 9- need board members to work the booth, including setup and breakdown. The private suite will be used as an alumni/WVC employee social. Student senate will choose who drops the puck, the intermission show, and the anthem singer; recruitment will also be managing tables in the concourse.
  - ii. Business After Hours- Feb. 29- hosted here on campus in the MAC. Student performance, alumni panel, remarks from President Harrison, Rachel Evey and Steve Wilkinson. Social time, appetizers and drinks.
- B. Staff Update- A Communications Specialist has been chosen, Emily Scovill will be starting anuary 2<sup>nd</sup>. She will be working actively with the development committee and focusing on marketing and content creation. This new position will not be as involved in event planning, as we have a Development Director now to assist with those activities.

**ADJOURNMENT 1:13pm**

**Minutes taken by Mireya Sanchez**