



WENATCHEE VALLEY  
COLLEGE  
—FOUNDATION—

**Executive Committee**

October 14, 2024

# Agenda

Topic	Time
Consent Agenda <i>Josh Wood</i>	4:00 p.m.
Report from the College <i>President Faimous Harrison</i> <i>Guest: Ellia Sablan-Zebedy</i>	4:03 p.m.
WVCF Goals KPIs <i>Rachel Evey</i> <i>Guest: Karen Francis-McWhite</i>	4:15 p.m.
Action: WVC Funding Request <i>Rachel Evey</i> <i>President Faimous Harrison</i>	4:45 p.m.
CRM Budget Request <i>Rachel Evey</i>	4:50 p.m.
Investment Services RFP <i>Josh Wood</i> <i>Jennifer Faulconer</i>	5:00 p.m.

# Consent Agenda

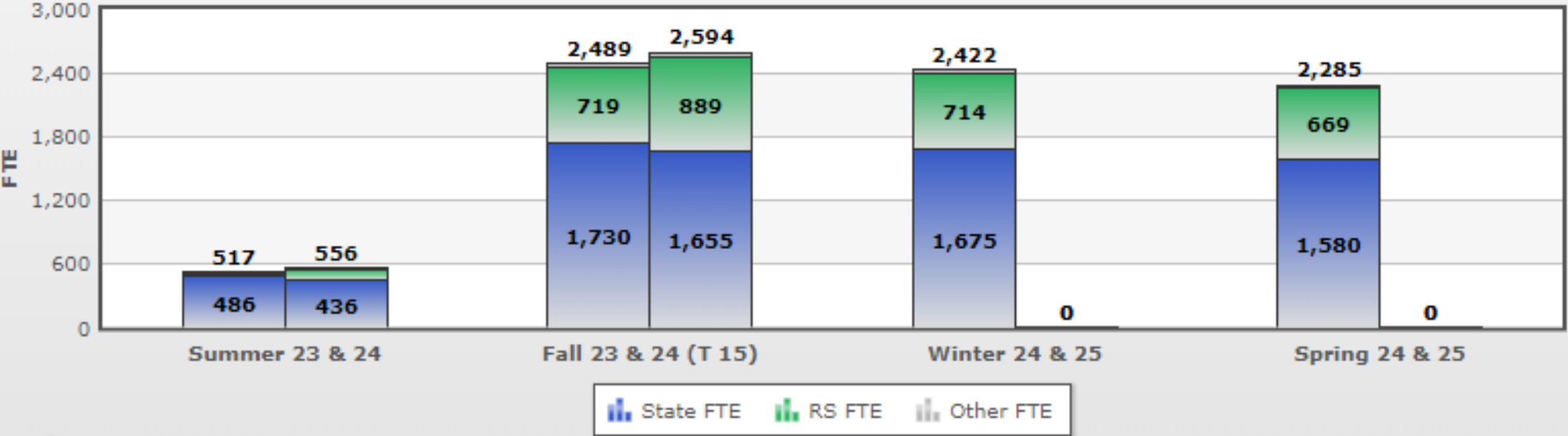
- ▶ [September 2024 Minutes](#)

# Report from the College

President Faimous Harrison, Ph.D.

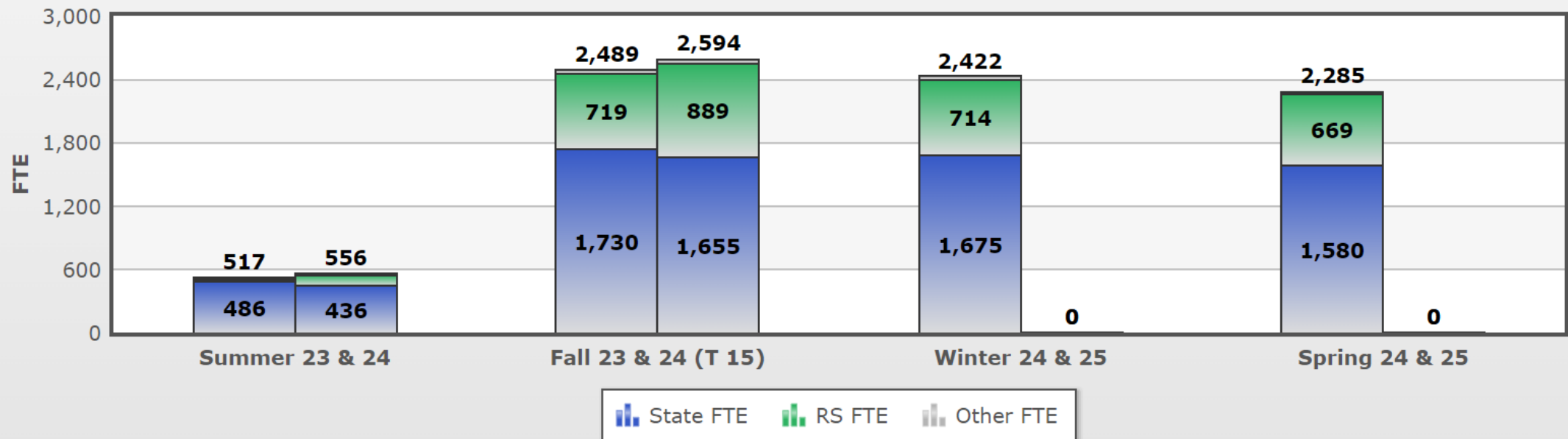
Ellia Sablan-Zebedy, Dean of Strategic Enrollment & Student Success

### Academic Year Annual Comparison 2023 - 2024



FusionCharts XT Trial

### Academic Year Annual Comparison 2023 - 2024



# Enrollment Highlights

- ▶ FTE = Full Time Enrollment
  - ▶ Different from headcount
  - ▶ 15+ credits = 1 FTE
- ▶ Overall, fall quarter enrollment is up by 105 FTE.
  - ▶ Running Start has significantly increased by 170 FTE.
- ▶ WVC has initiatives to increase student retention.



Scan the QR code

Or visit [canva.live](https://canva.live) and enter the code 6MU4 2DS7

Instrucciones: Visita la página [canva.live](https://canva.live)  
Ingresa el código para hacer preguntas de manera anónima o levanta la  
mano para hacer una pregunta.

# Q&A Panel

Instrucciones: Visita la página [canva.live](https://canva.live) and enter the code to ask  
a question or raise your hand to ask a question.

Anonymous  
3 minutes ago

How long do I know when my financial aid is  
processed? How do I navigate the stress it  
causes





# WVCF Goals KPIs

Rachel Evey

Karen Francis-McWhite, Four Strands Community Partners

## August

- Full Board Retreat
- SWOT review and update

## September

- Draft strategic goals
- Align board structure to goals

## Today

- Discuss goals and identify key performance indicators

## January

- Present KPI to full board

## Ongoing

- Dashboard to track progress
- Review and update goals and indicators



Strengthen board  
engagement and  
governance



Grow donor base



Strategically expand  
grants and awards



Increase community  
awareness

# Goals

# Goal 1

Strengthen board  
engagement and  
governance



# 1.1. Restructure board to align with priorities

- ✓ New committee structure
- ✓ Full board development meetings focused on fundraising activities
- Strategic recruitment of new members
  - ▶ Identify representation gaps.
  - ▶ Board member involvement?
  - ▶ Timeline?

## 1.2. Define board member requirements and expectations

- ❑ \_\_\_% of board members fulfill their annual commitment by June 30, 2024.
- ❑ Committee description and expectations adopted by \_\_\_\_\_.
- ▶ Board member job description and development procedure updated Fall 2023.

## 1.3. Increase board member involvement in fundraising activities

- ✓ Full board development meetings focused on fundraising activities
  - ▶ Only offered in-person?
- ✓ Annual commitment form includes “fundraising support” and “appeal support” sections
- ✓ Appeal-specific and program-specific goals for board member involvement

## 1.4. Develop key performance indicators (KPI) to track progress of fundraising and programs

- ▶ What should staff track to keep board members accountable?
- ▶ Sample KPI dashboards
- ▶ Unveil KPI dashboards at January full board meeting



# Action: WVC Funding Request

Rachel Evey

President Faimous Harrison

# Action: WVC Funding Request

- ▶ For the 2023-24 Gifts Grants and Awards to the College, \$10,000 was allocated as one-time money to support the creation and rollout of the WVC Strategic Plan.
- ▶ Due to delays, the allocation was not expended during 2023-24.
- ▶ WVC has requested that the \$10,000 allocation be rolled over for use in 2024-25.

# CRM Budget Request

Rachel Evey

# CRM Budget Request

- ▶ WVC Foundation converted customer relation management (CRM) software 2 years ago, switching from Blackbaud Raiser's Edge to Network for Good.
- ▶ Since that time, we have experienced many challenges with Network for Good: lack of customer support, limited data analytics, integration with other software (e.g. financial management, wealth screening), withheld funds from online giving, and limited fields on donor profiles.
- ▶ The WVC Foundation staff proposes switching to Virtuous. The platform resolves many of the current challenges and will set the foundation up for growth. It will create efficiencies for staff and act as a tool for pro-active fundraising.

# Why Virtuous?

- ▶ Complex donor profiles including social media behavior and wealth screening
- ▶ Volunteer management
- ▶ Robust data analytics
- ▶ Integration with Financial Edge NXT
- ▶ Predictive analytics and automation to direct staff time and effort

# Virtuous Platform Package

- ▶ Includes online payment processing, wealth data including prospect searches, and integration with Financial Edge NXT.
- ▶ Yearly \$17,928
- ▶ One-time conversion cost (import of current records and training): \$6,100

# Conversion Timeline

- ▶ December: Sign Contract
- ▶ February: Notify Network for Good of termination
- ▶ April: Go live with Virtuous

# Appendix



- ▶ [Executive Committee September 2024 Minutes](#)
  
- ▶ Finance Dashboard
  - ▶ The dashboard for financial statements as of August 30, 2024, have not been prepared. The foundation accountant is back with limited hours. The dashboard and financial statements will be available in the appendix of the October full board meeting.
  
- ▶ Investment Services RFP
  - ▶ A draft of the investment services RFP will be provided to the Executive Committee by the end of October to give members ample time for review ahead of the November committee meeting.