



## EXECUTIVE COMMITTEE MINUTES

October 14, 2024

**Members Present:** Xavier Arinez, Jennifer Faulconer, President Faimous Harrison, Jordan Jessup, Barry Leahy, Brett Peterson, Joshua Wood

**Members Absent:** Don Gurnard

**Staff Present:** Rachel Evey, Mireya Sanchez

**Guests present:** Ellia Sablan-Zebedy, Karen Francis-McWhite

**Call to order at 4:01pm.**

**1) Consent Agenda**

- a. September minutes approved by consent without dissent or abstention

**2) Report from the College- *President Harrison & Ellia Sablan-Zebedy***

One of the key pieces of WVC's new strategic plan is enrollment management. Newly hired dean Ellia Sablan-Zebedy shared her experience in enrollment management. Fall enrollment has increased by 105 FTE, with populations in Running Start and Prof. Tech students showing the largest increases. Recruitment and retention have initiatives that are being introduced at local school districts and events. New initiatives include plans to bring assistance programs to the attention of potential students. President Harrison shared plans to address internal issues so outreach is effective. WVC is working toward the goal of pre-pandemic enrollment numbers, which was 500 FTE higher than this quarter. Discussion regarding data collection of "stop out" students and factors led to their early departure. Question and discussion regarding projected enrollment for winter and spring.

**3) WVCF Goals/KPIs- *Karen Frances-McWhite, Four Strands Community Partners***

- a. Brief review by Rachel of the board's restructure in response to the strategic goals identified at the annual retreat. Request to focus on first goal (strengthen board engagements and governance) during the meeting.
- b. Discussion led by Karen on how the restructuring of the board has provided the ability to define board member priorities, requirements and expectations. Discussion on how each board member can contribute to development activities and what attainable accountability goals may be. Support for utilizing networks and events to increase donor touchpoints. Agreement that foundation will be forward with what success means for each event and/or project, and how that goal is important for the foundation's mission.

**4) ACTION: WVC Funding Request**

In 2023-24, \$10K of unrestricted funding was allocated as one-time support in Gifts Grants & Awards for the creation and rollout of the WVC Strategic Plan. Due to delays, the creation and rollout was later. WVC has requested that the \$10K rollover to this year to help pay for the strategic plan work.

**Motion from Josh Wood to approve as presented. Second from Brett Peterson. Motion carries without dissent or abstention.**

**5) CRM Budget Request**

The foundation converted the CRM software 2 years ago from Blackbaud Raiser's Edge to Network for Good, as a simpler platform was needed at the time. Since then we have experienced many challenges with NFG. With the onboarding of a full-time Development Director and increased development activity, the foundation needs a more robust CRM. Virtuous is a platform that has many tools including data analytics, automation for contact, wealth screening, and integration with our accounting system (Blackbaud Financial Edge). Request from Rachel to increase the operating budget by \$10K to cover the cost difference for the conversion from NFG to Virtuous. Staff anticipates that with the platform, the ROI will be higher since it provides more tools to implement our fundraising goals.

**Motion from Jordan Jessup to increase the foundation operating budget by the amount necessary to attain the new system. Second from Brett Peterson. Motion carries without dissent or abstention.**

**6) Investment Services RFP**

- a. Material for the RFP is not ready yet, it will be put together for the meeting next month. Financial statements for this month will be available at the full board meeting next Monday, October 21<sup>st</sup>.

**7) Staff Update**

- a. Foundation Executive Assistant Mireya Sanchez has accepted a position with NCW Libraries, her last day with WVCF will be November 1<sup>st</sup>.

**Adjourned at 5:29pm**

Minutes taken by Mireya Sanchez