



WENATCHEE VALLEY
COLLEGE
—FOUNDATION—

Full Board

November 18, 2024

Agenda

Topic	Time
Consent Agenda <i>Josh Wood</i>	12:00 p.m.
WVC Strategic Plan <i>Various</i>	12:05 p.m.
Foundation Strategic Goals <i>Karen Francis-McWhite</i>	12:35 p.m.
Staff Updates	5:00 p.m.

Consent Agenda

- ▶ [September 2024 Minutes](#)

- ▶ No minutes for October since it was a fundraising/development meeting, rather than a business/governance meeting.

- ▶ Actions made by Executive Committee ([Minutes](#))

- ▶ Rollover funding request from WVC
- ▶ Operating budget increase for software conversion

Consent Agenda

- ▶ New committee charters (description & expectation).
 - ▶ [Executive Committee](#)
 - ▶ [Budget & Finance Committee](#)
 - ▶ [Donor Relations Committee](#)
 - ▶ [Volunteer Engagement Committee](#)
- ▶ Recap Reports
 - ▶ [Lunch & Learn: Estate Plans - Oct. 22, 2024](#)
 - ▶ [Piatigorsky Foundation Concert - Oct. 29, 2024](#)
 - ▶ [SOUTH Benevolent Day - Nov. 7, 2024](#)

A photograph of a grand, ornate theater interior. The stage is the central focus, featuring a large, multi-layered curtain system. The top layer is a deep purple or magenta, and the bottom layer is a light cream or gold. The stage is framed by an elaborate, arched architectural structure with intricate carvings and a decorative border. On either side of the stage, there are side wings or boxes with painted murals and hanging lamps. The foreground is filled with rows of plush, dark red or maroon seats, arranged in a semi-circle facing the stage. The overall atmosphere is one of classic elegance and grandeur.

SETTING THE STAGE



Meet Our Speakers

Joe Eubanks

*Executive Director, Climate, Culture,
Diversity, and Belonging*

Maria Iñiguez

Chief of Staff

Faimous Harrison, PhD

President

Brett Riley

Vice President, Administrative Services



Strategic Plan Priorities

Faimous Harrison, President



Priority One

Brett Riley

**BUILD STEWARDSHIP,
EFFICACY, AND
INSTITUTIONAL
FINANCIAL HEALTH**

- Strengthen financial resiliency for quality programs and operations.
- Build a systematic organizational and budget model that is inclusive, transparent, and based on identified priorities.
- Increase stewardship to ensure sustainability and achieve goals.
- Develop innovative business revenue enterprise arm of the college to generate additional resources.

Priority Two

Joe Eubanks

CREATE A CULTURE OF EXCELLENCE

- Foster open and ethical communication, information sharing, and inquiry.
- Advance talent development and succession planning.
- Broaden opportunities for employees at all levels to influence and contribute to positive change.
- Encourage employee growth, wellness, and vitality.
- Support learning and scholarship to ensure quality, meaning, and purpose.

Priority Three

Maria Iñiguez

**BECOME A PREMIER
STUDENT-CENTERED
COLLEGE**

- Integrate high-impact practices to engage and support students.
- Ensure programs and offerings provide seamless pathways and opportunities for all students.
- Create a sense of belonging for students through cultural responsiveness.
- Develop and execute a comprehensive Strategic Engagement, Enrollment, Retention, and Completion plan.

Priority Four

Brett Riley

ADVANCE ACADEMIC EXCELLENCE IN TEACHING AND LEARNING

- Align program pathways and curricular offerings for clarity, efficiency, and efficacy from entry to achievement of student goals.
- Deliver degrees and programs that are responsive to community interests and labor market demand.
- Build and sustain programs that lead to a living wage, improved socioeconomic status, or efficient transfer.
- Empower faculty to incorporate creativity, collaboration, and technology to advance transformational learning.
- Utilize culturally responsive pedagogies to improve equitable student success.

Priority Five

Maria Iñiguez

CLOSE EQUITY GAPS

- Deploy a growth mindset to remove institutional barriers to ensure that all students succeed.
- Develop campus and community programs to attract and retain underrepresented groups.
- Direct resources based on transparent metrics.
- Monitor and leverage data to ensure equity for all student groups.

Priority Six

President Harrison

**POSITION THE
COLLEGE AS A
COMMUNITY-
FOCUSED REGIONAL
ANCHOR**

- Cultivate authentic, trustworthy, and transformative relationships with community stakeholders.
- Center outreach and engagement efforts across the region to increase and expand awareness.
- Advance the role of the college as a workforce and economic growth contributor and a responsive community partner.

Questions?



WENATCHEE VALLEY
COLLEGE
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Strategic Goals

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

Ongoing

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



Strengthen board
engagement and
governance



Grow donor base



Strategically expand
grants and awards
from WVCF to WVC



Increase community
awareness

Goals

Strengthen board engagement and governance

- ▶ Restructure board to align with priorities
- ▶ Define board member requirements and expectations
- ▶ Increase board member involvement in fundraising activities
- ▶ Develop key performance indicators (KPI) to track progress of fundraising and programs



Grow donor base

- ▶ Target audiences with custom marketing (e.g. prospect, new donor, recurring, alumni, etc.)
- ▶ Strengthen recurring donor program
- ▶ Maintain or increase donor retention rate
- ▶ Expand estate giving pipeline



Strategically expand grants and awards from WVCF to WVC

- ▶ Align grants and awards with foundation mission
- ▶ Increase number and amount of scholarship awards
- ▶ Collaborate with college leadership to identify granting opportunities



Increase community awareness

- ▶ Impact-forward messaging
- ▶ Grow membership in the Alumni Network
- ▶ Physical location that is public-facing



Staff Reports

Lupe

- Business Sponsorships
- Year-End Appeal

Rachel

- FY 2023-24 Audit
- Staffing
- Office Space

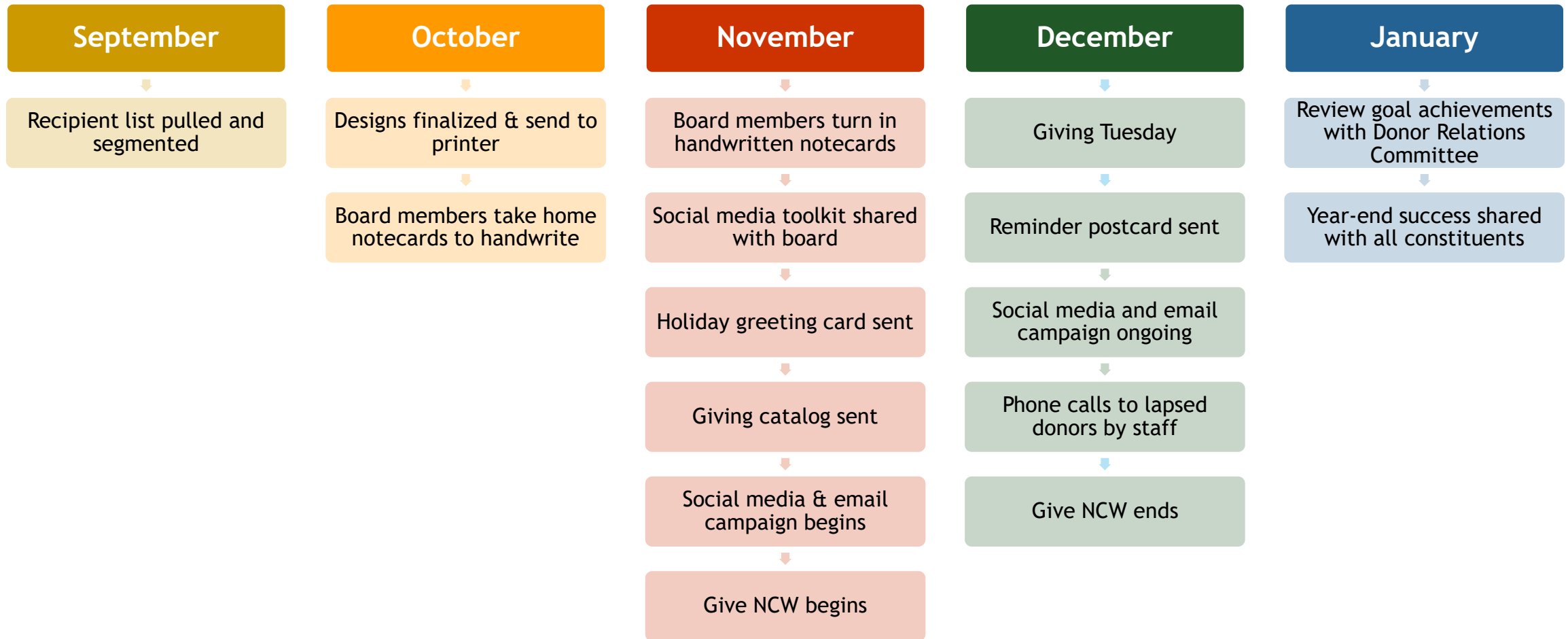
Staff Reports

Appendix

Date	Type	Key Topic
December TBD	Budget & Finance Committee	Audit presentation
December 9, 2024	Executive Committee	
January 8, 2025	Donor Relations Committee	Year-End appeal wrap up Spring appeal activities
January 27, 2025	Full Board	Fundraising/Development
February TBD	Volunteer Engagement Committee	Spring quarter planning

Upcoming Meetings

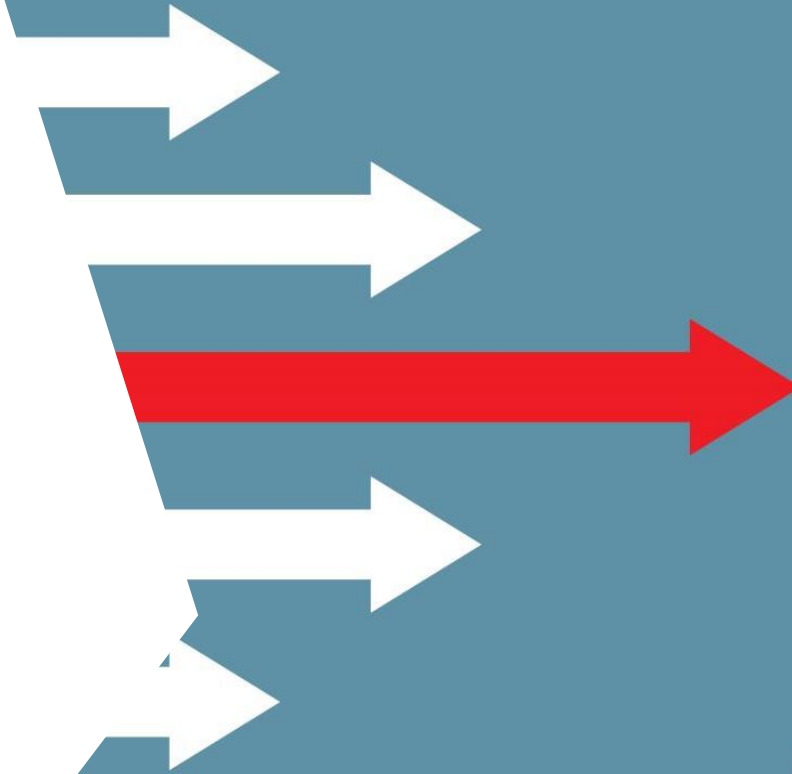
Year-End Appeal Timeline



Name	Date	Time	Location	Purpose	Audience
Jingle & Mingle	December 6	2 - 3pm	WVC Cafeteria	Stewardship	WVC payroll donors
Knight at the Wild	February 21	7 - 10pm	Town Toyota Center	Stewardship	WVC payroll donors
Headshot Day Omak	April TBD	TBD	WVC Omak	Cultivation	WVC students & employees
Headshot Day Wenatchee	April TBD	TBD	WVC Wenatchee	Cultivation	WVC students & employees
WVC Alumni Week	May 14 - 17	TBD	Wenatchee Valley College	Cultivation & engagement	WVC Alumni
Foundation Annual Celebration	June 5	TBD	WVC Wenatchee	Stewardship	Donors, volunteers, students

Upcoming Events

Active Goals



Business Sponsorship Goals

1. Board members make solicitations made by November 29.
2. 100% of board members (15 members) make an ask.
3. 50% of board members (7 members) secure a sponsorship.
4. \$35,000 secured in business sponsorships
 1. \$25,000 for Food Truck Knight
 1. \$5,000 secured by board members
 2. \$10,000 for WVC Alumni Week
 1. \$2,500 secured by board members

Year-End Appeal Goals

1. 8 board members record video testimonials for email marketing campaign.
2. Raise \$15,000 for the Annual Fund (unrestricted) by 12/31/24
3. Receive a donation from 15% of donors (58 donors) solicited through direct mail appeal
4. Gain 15 new donors (online or mail appeal)
5. Secure matching gifts
 1. Secure a \$1,000 matching gift from WVCF Board
 2. Secure a scholarship matching gift
 3. Secure an unrestricted matching gift