



Western Nevada College  
**FOUNDATION**

*~ Choose to make a difference ~*

BOARD OF TRUSTEES  
ANNUAL MEETING SUMMARY  
HARLEY DAVIDSON FINANCIAL  
3850 ARROWHEAD DR.  
CARSON CITY, NV 89706  
FRIDAY, AUGUST 28, 2015  
12:00 PM – 4:30 PM

Board Members Present: Amy Clemens                      Lisa Granahan  
   Sean Davison                      Kathy Halbardier  
   Niki Gladys                      Darcy Houghton  
   Larry Goodnight                      Dorothy Ramsdell

College Staff Present:              Katie Leao                      Jessica Plett

Guests Present:                      Deanna Ackerman – Advanced Development Executives

**1) Public Comment**

No public comment.

**2) Introductions and Welcome (Chair Sean Davison)**

Chair Davison called the meeting to order at 12:06 PM.

Katie Leao, Director of the Foundation, introduced Deanna Ackerman, Advanced Development Executive. Deanna is the founder of Advanced Development Executives which is a consulting firm that provides expert advice in development services to support charities in reaching their fund-raising goals. Deanna has been a consultant for more than 10 years, she has helped raise millions of dollars to support non-profit organizations programs, capitol campaigns and is a Certified Fundraising Executive (CFRE). Deanna has provided consulting services to hundreds of board members and staff in Nevada, Maryland, Virginia and the Washington DC Metro region to enhance their ability to fund raise and improve operations. Deanna's clients have included national and local organizations such as the Paralyzed Veterans of America, ACED, Desert Research Institute, Las Vegas Natural History Museum, Legal Services of Northern Virginia, Rebuilding Together Atlanta, and Habitat for Humanity, Women's Resource Medical Centers of Southern Nevada and Safe House. Deanna has served as a grand reviewer for St. Rose Dominican Hospitals, Nevada Volunteers, Department of Education, Department of Health and

Human Services, US Office of Justice Programs and the Corporation for National Service. Deanna holds professional memberships in the Las Vegas, Sierra Nevada and Washington DC chapters of the Association of Fundraising Professionals. Deanna serves on the National FB Government Relations committee and Awards committee. Deanna is an AFP certified master trainer, has taught fundraising courses at UNLV and UNR, is an expert fundraiser, has presented at national conferences across the country and provided commentary to special editions of the Wall Street Journal.

### **3) Election of New Officers**

Niki Gladys-Chairwoman  
Kelly Kite-Vice Chairman  
Sean Davison-Immediate Past President

Dorothy Ramsdell asked for a motion to approve the election of new officers. Amy Clemens seconded. Motion passed unanimously.

### **4) Retreat Session**

Deanna Ackerman delivered the following Board Training Outline:

#### **Board Recruitment: Who Else Do We Need on the Bus?**

- a. Three to four new board members
- b. Board diversity to reflect the student population
- c. Members from other locations such as Fernley and Fallon
- d. More men and millennials are needed
- e. RN alumni group member
- f. Employers from within the community
- g. A fierce fundraiser

#### **Annual Fundraising: Our Goals and Your Engagement in the Future**

The three themes present in the College's strategic plan: Student Success, Institutional Excellence and One College Serving Many Communities. This plan is based on the resource diversification model that was prepared for the Board and distributed. **(See attached document)**

#### **Donor Engagement Strategies: Compiled List of Ideas from Board Members**

- a. Cold calls
- b. Service clubs
- c. Other fundraisers/networking
- d. Social media such as LinkedIn
- e. Local events in Carson City
- f. Manufacturers
- g. Star night at the Observatory
- h. Parents conversations

- i. Supercharging the committee: Board members need to be more visible
- j. Increase and formalize planned giving
- k. PR to younger people
- l. Push out articles
- m. National Education Day: Partner with businesses
- n. Third party events

**Where Do We Go From Here? Our strategic goals moving forward are...**

1. Board recruitment
  - a. Refine the process
  - b. Identify new prospects
  - c. Set a deadline for three new board members
2. Donor Development Committee
  - a. Refine notes
  - b. Create a development plan
3. Communication within the Board
  - a. Unify the three committees
  - b. Understand the crossover between the committees
  - c. Schedule of events
4. Board Training
  - a. Social media
  - b. Donor Perfect
  - c. What it means to be a member of the Board-Possible mentoring program for new members

**5) Mark Your Calendars for Upcoming 2015-2016 Board Meeting Dates**

Friday, November 13, 2015

Friday, February 19, 2016

Friday, May 13, 2016

**6) Birthday Acknowledgement**

Celebrate June – August Birthdays: Katie Leao (Today!)

**7) New Business**

No new business.

**8) Public Comment**

No public comment.

**9) Adjournment**

The meeting was adjourned at 4:24 PM. The next WNC Quarterly meeting is scheduled for Friday, November 13, 2015, 8:00 AM – 10:00 AM Location: WNC President's Board Room, Room 135.

