BOARD OF TRUSTEES

ANNUAL MEETING SUMMARY

GOLD DUST WEST HOTEL CASINO

2171 EAST WILLIAM STREET

CARSON CITY, NV 89701

THURSDAY, AUGUST 28, 2014

7:30 AM – 3:00 PM

Board Members Present: Jed Block Amy Clemens

Sean Davison Niki Gladys

Larry Goodnight Lisa Granahan

Darcy Houghton Kathy Huber

Kelly Kite Steve Lewis

Dorothy Ramsdell Roger Williams

College Staff Present: Chet Burton Katie Leao

Linda Ranieri

Guests Present: Deanna Ackerman – Advanced Development Executives

Dr. Jill Packman - UNR

FISH Guests Present: Lori Bagwell Gary Gladwill

Andrea Hunter Jim Peckham

Kelsey Poole

1. **Introductions and Welcome (Chair Sean Davison)**

Chair Davison called the meeting to order at 8:08 AM.

Chair Davison introduced guest Dr. Jill Packman from the University of Nevada Reno.

Chair Davison 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.

Chair Davison introduced Jim Peckham, Director of FISH – Friends in Service Helping.

All present introduced themselves.

1. **Public Comment**

No public comment.

1. **Retreat Session**

Deanna Ackerman delivered the following Board Training Outline:

**Board Member Fundraising Expectations:**

Personal investment/donations

Corporate donations

Local support/curriculum & funding

Committee participation

Participate in college events

Cultivate donors

Tell our story

**Development Planning – What Are Our Goals:**

1.5 Million Total

Jump Start College

Scholarships (Endowment)

STEM Support & Scholarships

Institutional Sustainability

**Traits You Bring to the Board – How That Enhances Development:**

Dr. Steve Lewis

Strategic thinking

Lisa Granahan

ID peoples talents

Amy Clemens

Fearless

Roger Williams

Finance & historian

Kelly Kite

Good with one on one

Committed

Sean Davison

Loves working with money

Transform lives - mission

Darcy Houghton

Estate planning

Dorothy Ramsdell

Cheer Leader

Generous

Networking

Larry Goodnight

Marketing

Managing money

Closer

Dr. Jill Packman

Public Speaking

**Asking Exercises:**

The Board was broken up into groups of 2 for an “Asking for the Gift” exercise.

**Wrap Up – Action Items 30 days, 60 days, 90 days:**

4 programs – case for support

Student Services Programs

Need Based Scholarships

STEM Support

Institutional Sustainability

Assign donors to relations committee

Lifetime donors and significant donors

Calls and meetings

Stewardship plan to go along with the Donor Wall

One hour session on 4 programs for support

Postcard size pledge cards

Attend events for WNC

Board members have small groups of people at events

1. **WNC President’s Report (Chester Burton)**

President Burton reported on the State of the College:

President Burton thanked the board members for all they do for the College.

President Burton noted there is a very different tone with the college this fall compared to last

year. Last year the college was getting ready to implement the Formula Funding model where

WNC took a fairly large budget cut with another to come; that we are wreathing the storm and

have many good things happening here at WNC.

Positive Welcome Back with many board members in attendance. The Foundation sponsored

The Welcome Back Breakfast and the Employee Giving dunk tank.

WNC convened a group, the Formula Funding Committee, represented by the stakeholders and

Roger Williams from the Foundation:

Many positive ideas came forward.

WNC was able to operate within the budget for FY14 and FY15.

Two million dollar cut in FY16.

Committee came up with a very solid plan to save 1.5 million and implement the Legislature’s

roll tuition money forward.

Goal of earning 100% of the performance pool by meeting certain criteria.

Highest in the State at 108%; exceeding our target by 800 basis points.

President Burton attended the final budget meeting before the NSHE budget goes to the

Governor the beginning September:

The Chancellor supported an additional one million dollars per year in Bridge or mitigation

money.

The board voted 12 to 1 to support the additional one million.

WNC had planned to operate at the old base line of 11.3 million but will now be 12.6 million.

Gives an opportunity to recapitalize the College:

Reinvesting in college programs.

Adding more faculty.

More programs to better serve our students.

The 4% tuition increase was approved in June and will begin fall 2015:

Hardship to students is less than $100 per year.

Good news:

Enrollment up 5%.

WNC highest in the State of Nevada.

Two reasons for the increase in enrollment:

1. Jump Start College Program:

9 High Schools with 2 more next year.

Over 200 hundred students enrolled.

Dual track.

Bad news:

The way the Formula Funding works, WNC will not receive funding for these students

until 2018; 2 year lag time.

1. Aspire: Douglas County Alternative High School:

Graduation rate is at 90% - higher then Douglas High school.

Douglas campus was underutilized. Aspire is now housed at the WNC Douglas campus.

Aspire uses the campus between the hours of 7:00 AM – 2:00 PM.

WNC students use the campus between 2:00 PM – 10:00 PM.

Douglas County is sharing with the cost to operate the campus and matched WNC for a

full remodel.

Low instructor to student ratio.

WNC reported 584 students graduated last spring.

We took the lead on a large Department of Labor Grant that will be announced in

September and if it is awarded it will be the largest grant WNC has ever received. It is a

consortium of all 4 community college called TAACCCT and is a Department of Labor

retraining grant focused exclusively on work force development. The total grant that was

applied for was 10 million dollars over four years of which WNC will receive 4.5 million.

President Burton report on SB391; Interim Study on Community Colleges:

A bill that came out of the last Legislative session that recommended moving the

community colleges to the K-12 group – the bill was voted down.

The outcome was SB391 and was called a “Fresh Look at Nevada Community Colleges”.

A committee was made up of Legislators, Senators, Assemblymen and community

leaders.

There were 2 subcommittees:

Academics.

Work Force Development.

The committee looked at:

Moving the community colleges out from under NSHE.

What other states were doing.

If the colleges were doing enough with work force development and grants.

The committee made the following recommendations:

Leave the community colleges under NSHE.

More focus on community college.

Create a Vice Chancellor for the community colleges.

Create a subcommittee of Regents; to be chaired by Regent Anderson that will

specifically look at community college issues.

Suggested more work force development and community partnership.

President Burton talked about how can the Funding Formula be modified to better reflect the

work force development mission of the community colleges? Noting that it is totally biased

against lower division students and research institutions. About how important it is to

partner with the manufacturing industries and focus on certificate programs.

President Burton talked about the correlation between the TAACCCT grant, work force

development and the Veterans component:

WNC is becoming well known as the college of choice for veterans getting out the service.

Army, Navy and the Air Force are downsizing.

Influx of veterans looking for training.

Great veteran support structure at WNC.

Kevin Burns, WNC Veterans Coordinator, every week has a representative from the VA on

campus to the help with disability issues, issues with getting an appointment at the VA

clinic or educational benefits.

Open to all veterans in the Carson City area.

President Burton was presented with a matrix of his expectations from the Chancellor for the

next year:

1. Productivity; student success rate and completion rate goals:

33% of students will graduate with an AA.

Completion is at 108%.

WNC’s goal for enrollment for this year is a 2.5% increase over last year; which has

doubled already.

In 2018 to have 2500 students which is a compound growth of 15%.

Outreach (under-served students) to the Native American population and also the

Latino community using the Latino Cohort model.

Continue to grow Jump Start.

Extend Jump Start to Career Tech students.

Target Fallon Military population; offer late start classes in October.

Positive note:

Enrollment up.

4 new full time faculty.

53 full time right now.

Next year’s goal is for 60 full time faculty.

1. Grants and Contracts:

TAACCCT Grant.

Foundation fundraising.

Entrepreneurship.

Base line (overhead) is at 38%.

This year down to 34%.

Long term goal is to stabilize at 25-28%.

1. Community Partnerships:

Partnering with Churchill County to redo the Fallon parking lot.

Working with Banner Churchill Hospital and the City and County for funding to

reconstitute the Fallon campus nursing program.

What WNC has done with Aspire in Douglas County.

Working with Rick Marano, City Manager of Carson City, on Economic

Development and how to continue to support the City and have a college

presence.

1. **Approve Foundation Board Minutes 5/13/2014**

Chair Davison asked for a motion to approve the minutes. Kelly Kite motioned to approve the minutes as written. Niki Gladys seconded. Motion passed unanimously.

From the last meeting Chair Davison noted Shelly Aldean expressed concern about how Jump Start is reported on transcripts. Ms. Leao updated the board on how credits show up as college credit on the transcripts – dual credit.

1. **WNC Foundation Committee Report**
2. **Finance Committee Update (Chair Sean Davison):**

Chair Davison reported on the June 30, 2014 Balance Sheet:

Overall current assets up 8%.

Checking/Savings up $52,000.

New NSHE entry of $2900:

Represents an inter-company account with the college.

Effectively a receivable from WNC.

NSHE pays WNC and WNC records it as a payable until the Foundation needs something

from the college.

Pledges receivable down $40,000:

Foundation wrote off several large long term pledges from employees.

Represents a move towards shorter term pledges; 1 year compared to 5 years.

The allowance is sitting high relative to the overall pledges receivable. May be reducing

that figure next year.

Schwab:

Endowments looking positive.

Short/Term investment earned 7% return.

Chair Davison reported on the June 30, 2014 Profit & Loss statement:

Reduction in income is primarily due to the shift towards shorter term pledges.

Net income up $126,995 over last year.

1. **Endowment Update (Katie Leao):**

Ms. Leao gave praise to the Finance Committee for their time and hard work this past year

reorganizing the finances, making them transparent so they are easier to read and understand noting not only for the Foundation but for the community. Ms. Leao and Ms. Clemens will be going through each endowment making sure they have the following:

Agreements that are current and up-to-date.

Making the endowments permanent (so they cannot be spent down).

Make them Legacy endowments.

Ms. Leao noted that Ms. Clemens is working on an endowment information spreadsheet that will be reviewed by the Finance Committee on a regular basis. The spreadsheet will give the Finance Committee an in-depth look at all endowments and how they are being handled. Ms. Clemens will be putting a report together for the next meeting in October to present to the board and then move forward with the new endowment policy.

1. **Donor Relations Update (Katie Leao):**

Ms. Leao reported that she is working on what is going to be the role of the Donor Relation Committee:

Prospective work.

Report to Board as a whole.

Donor cultivation.

Donor stewardship.

1. **Mark Your Calendars 2014-2015 Board Meeting Dates:**

Tuesday, November 18, 2014.

Tuesday, February 17, 2015.

Tuesday, May 19, 2015.

Thursday, August 20, 2015 – Board Retreat (all day).

1. **Birthday Acknowledgement**

Celebrate June – August Birthdays: Katie Leao and Chet Burton.

1. **FY14 Recap (Katie Leao)**

**Scholarships:**

12 new scholarships.

6 were faculty and staff.

6 were community members.

**Employee giving (last year):**

49% are current employee givers.

Raised $26,000.

$19,000 to program.

$7,000 to scholarships.

111 students received scholarships for a total of $159,000; up 9%.

**Employee Giving (this year):**

This year’s employee giving campaign, “We’ve got the Giving Spirt” kicked off:

Our motto: “We make a living by what we get; we make a life by what we give”.

Showing how the Foundation supports the college.

Bragging about those who give.

Placing Thank You posters outside employee givers doors at all 3 campuses.

6 weeks of fun events.

Sweet Treat week; Employee Giving committee members will deliver 75 cupcakes and

brownies to employee givers.

Voucher to purchase Spirit Packs (tee shirts, polo’s, sweatshirt and hats). A portion of the

money raised from the Spirit Pack sales will be divided among the four Foundation

supported programs.

President Burton will be personally delivering Starbucks coffee to 5 employee givers at the

Carson campus and 5 at Fallon.

The last week is Spirit Week and the Foundation is asking employees to wear their WNC tee

shirts old and new.

**Program Support:**

Jump Start is a priority.

Have received grant monies from AT&T for Jump Start and are waiting for funds from Wells

Fargo.

Several employee givers have designate their pledges to Jump Start.

**New Endowments:**

Last year; 3 new endowments.

This year so far; 1 new endowment.

Endowments are starting at the $10,000 level.

**Recognition:**

Ms. Leao thanked the Ramsdell’s for their support and investment in the college.

Ms. Leao and Ms. Gladys are working on a plan through the RGJ to honor 12 donors this

year; whether they be a business, individual or college employees. The first recognition

will be Bonnie and Ernie Bertocchi. The recognition plan is to get Foundation donors,

scholarships and endowment stories out to the community via the RGJ and online.

President Burton informed the board the college is partnering with the Foundation on a

complete remodel to the front entrance of the Bristlecone building where the new Donor

Wall will be displayed.

Ms. Houghton suggested an “Action Item” be added to the next agenda on how to train

Board members regarding the different giving levels.

Ms. Leao explained part of the wall will be changed annually, part will be name plates and

part will be annual and employee giving. There will be an electronic piece that will show

case new donors, scholarship events, donor relations events and college events.

1. **WNC Foundation Planning (Chair Davison and Katie Leao)**

**Foundation Board Commitments:**

Chair Davison reminded the board of their commitment and its purpose to identify, research, cultivate, solicit and recognize donors to support WNC, the Foundation and Students.

Chair Davison asked that board member who have not finalized their board commitment

or pledge commitment to please see Ms. Leao.

**Foundation Board Organization Structure:**

Chair Davison discussed the Foundations organization chart and how the break down shows which committee board members a part are of.

**Planned Giving Kick Off:**

Ms. Leao explained the Foundation does not have a planned giving policy in place and that she and Ms. Houghton are working on giving levels and planned gift policies. Ms. Leao noted the planned gift giving kick off will be tied with the Donor Wall and will recognize those who have planned gifts that have been identified. Ms. Leao noted her one fear with the Donor Wall is that there are donors out there that we have not yet identified as planned givers. Ms. Houghton explained in many instances potential donors will request that their planned gift be keep private. Ms. Houghton explained a planned gift is a gift that is planned to be given at some later time or in some other structured way; technically an endowment but still a planned gift.

**Donor Wall of Honor Update:**

Previously covered.

**Thank-a-Thon Campaign:**

Moved from June to October.

It will be the Donor Relations committee responsibility to come up with a plan.

**Annual Fund:**

Annual Fund Focus letter that will first focus on the Jump Start College Program.

**Athletics Fundraising (Sean Davison):**

Chair Davison updated the board on upcoming athletics fundraising and the role of the Foundation:

The Foundations approach to fundraising for the athletics is to fulfill a commitment but not

to do 100% of the fundraising.

Have several board members work with athletics to build a Booster Club Foundation.

Participate with the athletics.

Partnership with the teams and the Foundation.

Chair Davison asked board members, or if they know of someone in the community, to support and build the capacity to help raise funds. Dr. Lewis asked if Coach Wentworth and Coach Whittemore were aware of this approach. Ms. Leao informed the board that they meant in June to discuss what their goal were. Ms. Leao noted Coach Wentworth has been actively fundraising this past month and has restructured the softball goals:

New approach to the spring fundraiser and program.

5K Fun Run.

Focusing on building their Dugout Club.

Donor recognition and BBQ.

President Burton reported there was a lot of talk last year during the Formula Funding meetings about eliminating sports. President Burton described the teams as “Centers of Excellence” on the campus. Our athletes graduated triple the rate of non-athletic students and over a 50% level. We are the only school in the South West Conference where both the men’s and women’s teams were Academic All Americans. Noting what did come out the Formula Funding was the athletic teams took a significant budget cut in what they receive in support from the college; both teams lost $90,000. The teams had to make a commitment to be self-supporting by upping their fundraising efforts. President Burton noted a possible move to the Golden Valley Conference:

Would include cities like Lake Tahoe, Folsom, Sacramento and Stockton.

2 to 3 hours bus rides.

Biggest expense for athletics is travel.

Eight (8) Conferences in California.

California is one of the top baseball states in the country.

Looking at buying a bus for transportation.

Dr. Lewis asked how much did the Foundation support athletics last year. Ms. Leao noted $75,000, split between baseball and softball. Ms. Leao explained the Foundation will not actively fundraise for the athletics but the Foundation does receives monthly pledges, payroll pledges and continued support coming in from the annual fund campaign. The Foundation is shifting its focus to the four initiatives which have been agreed upon by the President and VP’s:

Student Services Programs.

Need Based Scholarships.

STEM Support.

Institutional Sustainability.

Mr. Block suggested a committee be formed to put on an athletic fundraiser with the proceeds going to the Foundation.

Dr. Lewis suggested Coaches’ Wentworth and Whittemore need professional training specific to athletics. With thoughts of today’s quest speaker, Deanna Ackerman, who could help with getting the coaches’ on the right track?

Ms. Leao noted she would present the idea of professional training to the coaches’.

Ms. Houghton suggested dedicated resources.

Mr. Block suggested adding this topic to “New Business” at the next meeting.

1. **New Business**

No new business.

1. **Public Comment**

No public comment.

1. **Adjournment**

The meeting was adjourned at 3:17 PM. The next WNC Quarterly meeting is scheduled for Tuesday, November 18, 2014, 8:00 AM – 10:00 AM Location: WNC Cedar Building, Room 207.