



# EDMONDS COLLEGE FOUNDATION

## **Board of Directors Meeting Tuesday, March 14 - 4:30PM**

### **Attendance**

**Board:** Bob Terwilliger, Abraham Matthew, Sherri Anderson, Linda Krese, Jeff King, Dale Terwedo, Nicole Galipeau, Brian Donaldson, Libby Lewis, Doug Fair, Maria Montalvo, Kristina Kulik, Steve Pennington, Whitney Rivera, Steve Carter

**Ex Officio:** Dr. Amit B. Singh

**Staff:** Tom Bull, Elaine Hall, Kim Fyfe, Ciela Valle-Olguin, Sasha Rubashka, Tamarya Dreams

**Guests:** Larry Cluphf

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### **Called to order at 4:30 PM**

Motion to approve minutes of 2.14.23 meeting by Kristina Kulik, seconded by Nicole Galipeau. Motion passed.

### **Mission Moment 4:30 PM - Elaine Hall**

- Thank you video from Norma Kreuger Scholarship recipient, Eric Wayne who is continuing his education in pre-nursing. He is very appreciative and humbled by the experience in receiving the scholarship.

### **President's Report 4:42PM - Dr. Singh with Guest Larry Cluphf**

- Dr. Singh will be inviting people from different programs in the college to the board meetings to discuss what the college offers to the students.
- WATR Center represented by Larry Cluphf discussed what the WATR Center is and what they offer to the students.
  - Short-term robust skill building programs that actively pursue non-traditional students
  - Ultimate goal is to get students fully trained and into liveable wage jobs in the aerospace industry:

- Through a hybrid learning model that takes 4 weeks to complete
  - Once completed, they do a 8-week long program to earn their certificate which teaches both soft and hard skills to get them ready for the workforce (8 hours a day, 5 days a week)
  - These programs have shown results of over 85% students who work in the industry now, and over 2,000 graduates are now employed.
  - They engage with the industry and subject matter experts to build the right short-term programs and curriculum.
- 12-week programs launch every month with 5-10 students per instructor to help train for jobs like BOEING, and other mom and pop aerospace jobs.
- CAP (Construction Pre-Apprenticeship) Program:
  - Consists of a 10-week program that is tuition-free, and serves a diverse student population
- The WATR Center just received 1.3 million dollars in funding through Representative Rick Larsen to develop maritime manufacturing and AI/Robotics Programs
  - Maritime:
    - Foundational Training: 4 weeks
    - Composite Training: 8 weeks
    - Graduation and employment in Maritime jobs
  - AI/Robotics:
    - 4 week program, followed by an 8 week program, graduation and employment in AI or Robotics field
- All of the skills learned from these programs are transferable to a vast variety of fields, because the students are taught with different instruments and composite materials
- They have a Student Services coordinator who works one-on-one with students to prevent any barriers on the path to getting a job (Example: resume writing, etc)
- AMSC is building for the future and the now through short-term high impact manufacturing training programs

### **Strategic Planning Update 5:03 PM - Tom Bull**

- Introduced Tamarya Dreams who is a work-study student joining the Foundation team as an administrative assistant.
- Currently updating some wording on the strategic plan and will get a final copy to all the board members soon to review.
- Hoping to get it approved in the May Board Meeting

Action Item: Once you receive the final copy of the Strategic Plan, review the document and contact Tom Bull if you have comments on it before the May board meeting.

### **Marketing & Communications Update 5:07 PM - Elaine Hall**

- Karen presented a 6-month marketing plan last Fall, and here are the updates and results since we have installed the plan

- Identified audiences:
  - Community at large (General public)
  - Stakeholders who provide funding (Donors, Sponsors)
  - Stakeholders who receive funding (Students, Program Grants to campus)
- Specific strategy for each audience
- Social media channel has increased quite a bit
  - Posting on Foundation Facebook
  - Posting on College Facebook, Instagram, and LinkedIn
    - Donor Centric: Using LinkedIn and Foundation Facebook
    - Student Centric: College Facebook, and Instagram
- Boosting and Paid Ads through MyEdmondsNews
- Karen's main tasks are working on the Year in Review, Quarterly Newsletters, and the overall marketing communication that we are sharing
- We have improved significantly and are at a great point in our marketing, beginning to have a good balance of asking for donations and content on how we align with the college and the impact
- Tom and Nicole have been communicating to the deans and leaders to market to all the different departments who we are and how we can help
- We are tracking the metrics from these marketing strategies and will be sharing to the board

#### **Development Committee 5:23 PM - Brian Donaldson**

- INSPIRE, INSPIRE, INSPIRE, Be Inspired
- Fundraising results through Jan. 21 are \$801,771
- Kick-off STEM fundraising taskforce: idea to leverage all the good work from the STEM building to raise money for the foundation and enhance the opportunity to students who are interested
- Impactful meeting with Fred Hutch talking about career pathways to enable through the foundation for people that are interested, the taskforce is alive and breathing
- Building a plan from now until the end of this fiscal year, to get rolling into next year

**Action Items:** In the next 3-4 weeks, make sure you are inviting people and filling up your tables for INSPIRE.

#### **INSPIRE Benefit Committee 5:26 PM - Nicole Galipeau**

- Things are starting to move fast
- Working on enhanced guest experience
- 3 different auctions: online auction, silent wine auction, live auction
- Culinary: Food Truck, Baking for Dessert Dash
- Student Engagement: Talking about Foundation all over campus, bringing a lot more campus involvement into INSPIRE
- Bee Club, Ed Cap Program, Center for Families, Horticulture, fine-tuning which programs (the room will be alive with student programs)

- Keynote: 2019 alumna how the college has impacted, giving back as a donor to help students with their goals
- \$350,000 Donation goal for INSPIRE
- 350 people is our goal: 30 tables reserved, registration cut-off is April 10.
- Recommending to get those tables filled and registered

**Action Items: More Procurement Items Needed, Pre-Registering Your Guests**

- Sport tickets, theater tickets, golf packages
- Guest Development: focus on who you're bringing and who's filling those tables
- Table Captains: get them pre-registered

**Program Committee 5:34 PM Nicole Galipeau**

- Staff Grant applications have been launched, ending 2nd week of April
- Met with each department and it went great, really good conversations on campus, lots of energy
- Every dean conversation has been more positive than it's ever been and they feel like they are involved
- Complete the Dream: launched and is being scored with 16 students who applied
- Annual Scholarships:
  - 53 scholarships available
  - \$200,000 available to give
  - Closes on March 31st
  - Over 70 people have completed, over 200 have started the application process

**Board Ops Committee 5:38PM Linda Krese**

- Staff member found the agreement and it needs a few tweaks in the 2021 agreement
- An issue raised: whether our fee is sufficient for the market and wondering what we should charge (currently charge 2%-5% depending on)
- Provision in the grant for our costs, among with us offering funds to other non-profit organizations
- Considering charging more next fiscal year
- During pandemic we charged less due to the pandemic, we should adjust and do something fair if our staff is doing a lot of the legwork
- Recruitment: losing 3 board members, if anyone on the board has ideas for people with a financial background, possibly doing a survey with the board members on what we are really looking for in recruitment
- Tom and committee have been discussing about sharing foundation information and documents before start of next school year in September
- Next week's meeting may have an action item for next board meeting

## **Finance & Audit Committee 5:47 PM Dale Terwedo**

- Dale Terwedo has decided to leave the Foundation board effective end of June
- Thank you to Dale for all that he has done as treasurer for 6 years
- Managing Report 5:51 PM Kim
  - Actual vs Planned: Everything is ahead of plan, the Foundation and grants are below, the grant in February will be reflected in the next report
  - Operating Revenue: Nothing permanently restricted so far this year, mostly all in unrestricted and temporarily restricted; Nothing of concern
  - Expenses Actual V. Budget: Under budget, we have not spent any of the contingency funds yet, and the annual scholarships will be distributed soon; No concern
  - Cash and Investments: \$8.1 M and almost half is temporarily restricted, quarter of it is unrestricted, and a quarter restricted.
  - Final Audit: Still in review, will be double checked but currently no issues, will need to be reviewed by board members, expecting a clean audit, will have Feb. numbers by Friday

**Adjourned 6PM**