



WVMCCD FOUNDATION BOARD MEETING

Monday, October 25, 2021

12:00 – 1:30 PM

APPROVED MINUTES

Board Present: Bill Cooper, Brad Davis, Mike Foulkes, Dan Furtado, Melissa Johns, Stephanie Kashima, Bill McFarland, Dan Schettler, and Mark Waxman

Board Absent: Keith Balch, Jackie Costanzo, Len Duncan, Frank Jewett, Dave Sandretto, and Dick Schwendinger

Staff: Nicole Aguinaldo, Joanne Cao

I. Call to Order: President Bill Cooper

- *President Bill Cooper called the meeting to order at 12:05 PM.*

II. Roll Call: Advancement Management Assistant Nicole Aguinaldo

III. Review of WVMCCD Foundation Board Minutes: August 26, 2021

Action Item: Approval of Minutes, President Bill Cooper

- *Dan Schettler made a motion to approve the minutes of the August 26, 2021 Foundation Board meeting. Mike Foulkes seconded the motion. **Motion passed with unanimous decision.***

IV. Finance Committee Report: Treasurer Bill McFarland

1. Review of Foundation Financials, Q1 (Unaudited), July – September 2021

Action Item: Approval of Q1 Financials, Treasurer Bill McFarland

- *Mark Waxman made a motion to approve the unaudited financials from July – September 2021 as presented. Dan Schettler seconded the motion. **Motion passed with unanimous decision.***

2. Lindbrook Investment Report

- Treasurer Bill McFarland presented the quarterly investment report from Q3 (July – September 2021).

V. President's Report: President Bill Cooper

VI. Reports

1. Office of Advancement: Executive Director Melissa Johns

- Melissa Johns reported on the new visual brand identity for the WVM Foundation. She shared the new Foundation logo, which was created by Mission College Graduate, Svitlana Lutsenko. Next, Melissa reported that New City was selected as the vendor to create the new Foundation website. Melissa then provided an update on the new online giving pages: individualized giving pages tailored for colleges and departments, crowdfunding campaigns, WVM Foundation special campaigns, and event management for tickets and sponsorships. She reported on her donor engagement plan which included new messaging to target donor audience(s) with giving information, highlighting: IRA charitable rollover, gifts of stock, and tax benefits of giving in 2021. Her donor engagement plan also included a planned giving framework, facility naming framework, endowment performance reports, campus visits, end of year appeals, and e-newsletters. Lastly,

Melissa stated her fundraising training plan for the Colleges and her stewardship plan.

2. District: Chancellor Brad Davis

- Chancellor Davis gave an update that beginning November 1st the District is moving forward the mandatory vaccination policy. The District hopes to have more in person classes spring semester. Chancellor Davis stated the progress of the Mission College President search. Next, he reported on the new facility updates at both colleges: women's softball complex at West Valley College and technology building at Mission College. Chancellor Davis noted that the District is evaluating the process of redistricting and working on a report to determine housing solutions for the colleges.

3. West Valley College: President Stephanie Kashima

- President Kashima reported that West Valley College is focusing on implementing the new vaccination policy. She announced that the Park Management Program received a \$20,000 donation and the Roots Food Pantry received a \$10,000 donation. Next, President Kashima noted that the College has a new marketing director and they are focused on their marketing and advertising efforts to increase enrollment. Lastly, she announced that the Women's Water Polo team was recently designated as number one in the state. In addition, the Women's Volleyball team is number four in the state and two players from the tennis team are going to the nationals.

VII. Old Business

- No old business.

VIII. New Business (2-minute limit for items not on agenda)

- No new business.

IX. Meeting Adjournment

Action Item: President Bill Cooper

- *President Bill Cooper made a motion to adjourn the meeting. **Motion passed with unanimous decision.** The meeting adjourned at 1:27 PM.*

Minutes respectfully submitted by Nicole Aguinaldo, Advancement Management Assistant.