

Ellensburg School District Education Foundation
Board Meeting - Wednesday, March 3, 2021, 6:45 AM – Zoom

Board Members Present:

Michele Cawley Deborah Gauck Mary Gordon	Jinger Haberer Mike McCloskey Lowell Murphree Brandon Robertson	Maureen Rust Dan Shissler Dick Wedin
--	--	--

Board Members Excused: Tara Brown

Board Members Absent: None

Guest Attendance: None

Welcome and Call to Order: Mike called the meeting to order at 6:47 AM.

Approval of February Minutes and Planning Meeting (2/24) Minutes: Maureen moved to approve the February minutes and the Planning Meeting minutes. Michele seconded the motion; motion passed unanimously.

Treasurer’s Report: Dick reported that Grebb, Johnson, Reed & Wachsmith prepared the February 2020 and 2021 financial statements. Assets as of February 2021 were:

- General checking: \$40,811
- Storms payment account: \$66,900
- Edward Jones accounts: \$1,406,265
- Net assets, restricted: \$1,451,093
- Net assets, unrestricted: \$62,882
- Total net assets: \$1,513,976

Superintendent’s 5 Minute Update: Jinger reported that the bond project is moving forward; a mild winter has helped the timeline. Teachers can now be vaccinated; Jinger will coordinate with other Superintendents about a vaccination plan. The District is facilitating a *Courageous Conversations* book study with teachers, staff, and School Board members, looking at equity through the lens of race. It will also administer an equity survey. Community members will be able to review results, and the District will discuss results with the School Board in a study session. Athletics are underway. The District plans to be fully open in the fall, but it will depend on COVID variants. The District gave parents a choice about virtual vs. hybrid learning; many families wanted to maintain virtual learning. The District is looking at different venues for graduation, e.g., fairgrounds, but again, an in-person ceremony depends on COVID variants. Lowell asked if ESDEF members should participate in the *Courageous Conversations* study group, and if the Board should develop a diversity, equity, and inclusion statement. Mike said the study group could be beneficial; Jinger said the District can loan *Courageous Conversations* books to the Board. Lowell also asked about including the concept of “whole child education” in the ESDEF communications plan; Jinger cited social emotional learning, learning improvement teams, professional learning communities, MTSS, etc. Deb will send Lowell a District grant application that cites the above interventions.

Activities Updates

Caring Cupboard: Mary reported that activity has slowed down, but she expects it will pick up again in the spring.

Youth Awards: Mike reported that ESDEF Board members and others will decide on winners and how to present awards. Lowell asked if the ceremony, stories, etc., can be shared in communication materials; Mike said yes.

Website: Mary asked if we should add donors to the website based on levels of giving? The Board will mull over. Mary will create and add an annual Caring Cupboard report to the website.

Scholarships: Mike reported that unified scholarship applications are due April 15. He reached out to Molly Gage, whose application was misplaced last year, about applying.

Strategic Planning Update: Maureen reported that the Board met last week, reviewed progress, and developed subcommittees.

Subcommittee Reports

Assess and Align: Will meet today to look at District Board Ends.

Fundraising Priorities: No report.

Board/Professional Development: Will start assessing strengths and gaps.

Community Engagement/Communication Plan: Lowell has developed a template. The plan will include online, email, direct mail, and phone communications. Lowell is further developing the mission statement; he will review with the Board.

Old Business

NSFA Conference Report: Maureen reported that the 4-day conference was great. Takeaways: see pp.3-4.

Newsletter: Mary will start developing.

Solicitation Letter Update: Dick reported that the letter has raised \$9,875.

New Business

Facebook: No report.

Superbowl Date 2022: The Board agreed on January 28 at Teanaway Hall.

Nominating Committee: Brandon reported that the officer slate for 2021-22 is President, Maureen; Vice-President, Mary; Secretary, to be determined; and Treasurer, Dick. Deb suggested the Board could rotate the role of Secretary. Mike said if no one volunteers, he will serve as Secretary. Lowell suggested that when nominating members for the Board, we include someone with planned giving experience.

Donor Cultivation: No report.

Annual Meeting: Mike reviewed the proposed agenda. He will ask Associate members to give reports. Board members suggested inviting mini-grant recipients and others.

Liability Insurance: Dick signed the agreement for 2021-22 and sent invoices to 10 Associate members.

Adjournment: Maureen adjourned the meeting at 7:49 AM. The annual Board meeting will be Wednesday, April 7 at 6:45 AM via Zoom.

Submitted by Deborah Gauck, Secretary

NSFA Takeaways

Attendees:

- Wide range varying from fully staffed, large districts to volunteer only, smaller ones, and everything in between. Most meetings I attended had a majority of ed foundations with paid staff

NSFA Guiding Principles and Proven Practices: <https://www.schoolfoundations.org/Principles>

- Align with strategic plan and key focus areas

Developing projects:

- Coordinate more with ESD IT staff – knowledgeable to needs; underfunded and understaffed
- Expand Early Literacy (classroom book sets; teacher training); mental health advocacy and support

Fundraising:

- 80% of donations come from 20% of donors
- Do not take a funding opportunity away from donors (ie scaling back during COVID)
- Consider adding major gifting campaign (identify 10-15 major donors) to fundraising plan
- Identify a specific cause to get donors excited
- Offer planned giving
- Offer project sponsorships w/ ongoing attribution

School district:

- Key to align with school district goals and needs
 - Keep board focused on district goals
- Meet with superintendent regularly; attend SB meetings
- Work with district to develop new projects
- Superintendent lifespan in one district averages 3.2 years

Board member development:

- Match roles to strengths
- Develop training and pitch (current members share what their ESDEF passion is)
- Include student(s) on foundation board
- Gail Perry's NY resolutions for board members: <https://www.gailperry.com/new-years-resolutions-for-board-members/>
 - Resolve to understand numbers (financial, impact)
 - Go back to vision repeatedly
 - Encourage everyone to think BIG

Communication:

- Keep communications: Simple, Understandable, Genuine
- Todd Rogers five points for effective communication

1. Use fewer words
 2. Maintain 9th grade reading level: syllables/word, words/sentence, grammar complexity
 3. Make purpose obvious for skimmers
 4. Make it easy to respond
 5. Direct attention with formatting (highlights, bolds, splitting content, etc), but use judiciously
- META: Useless information has costs