

**Ellensburg School District Education Foundation**

Annual Retreat - Monday, June 28, 2021, 5:00 pm, Ellensburg Pasta Company

**Board Members Present:**

Michele Cawley Mary Gordon Jinger Haberer	Mike McCloskey Lowell Murphree Hilda Pena-Alfaro	Maureen Rust Dick Wedin
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**Board Members Excused:** Tara Brown, Brandon Robertson

**Board Members Absent:** None

**Guest Attendance:** None

**Welcome and Call to Order:** Maureen called the meeting to order at 5:19 following introductions between our new School Board representative Hilda Pena-Alfaro and the board members.

**The Year Ahead:** Maureen reviewed the strategic planning timeline, walking us through the specific goals and activities slated for each quarter in 2021. The hard work of the board was praised as we have completed many tasks on schedule and created a solid foundation to work from. Maureen also asked the board to look over dates on the upcoming yearly calendar of meetings and events. Dick will confirm the date of the 2022 annual fundraiser. Maureen suggested the Executive Committee meet on occasion to hammer out details on various items before presenting to the board. All board members are welcome to attend the Executive Committee meetings. Mary will contact The Palace Café to reserve our meeting space for next year.

**Treasurer’s Report:** Dick reported that our financial outlook is in good shape for the year. He explained the process of tracking restricted and unrestricted funds. Discussion followed regarding the funding for the Education Trust account (direct donations and 10% taken from our annual fundraiser) and what other restricted budget lines are used for. In lieu of our Covid-cancelled 2021 annual fundraiser, we completed a letter campaign which netted \$11,275.00. Dick would like to suggest we aim higher with fundraising to help with bigger projects. Ideas suggested were to partner with area businesses and provide more funding for trade school post-secondary education, mental health curriculum and counselors, a reading program, and updating the outdoor education space at Mt. Stuart elementary.

**Board Roles:** Mike reported that the sub-committee on board roles met several times to discuss how to strengthen our recruitment process for new board members. The committee created an ESDEF application form which was distributed to all current board members to complete. This information was used to fill in a matrix showing our strengths and where we need to concentrate our recruitment efforts. Mike reported the committee felt it was important to allow new board members the option to observe the first year but also offer small tasks to give them ownership over an activity without overwhelming them as they learn our history, flow and culture of the group. The committee also felt it was important we institute a mentor program, with new board members assigned to a current board member for questions, coffee dates and overall confidence

building. In addition, the committee reinforced the importance of social connections, suggesting we should be scheduling gatherings for the sole purpose of social interaction to build rapport and relationships. Lastly, discussion continued regarding the idea to add students to our board. How to choose those students, their role on our board, the purpose for including students and how it would benefit the students and our group were all discussed. This will be added to the Exec Committee agenda for further refinement and discussion at an upcoming meeting.

**ESD Alignment:** Maureen has been meeting with Jinger discussing ideas on how ESDEF can partner with the district to best benefit students. Ideas include literacy support, programs focusing on equity for all students, and programs that support personalized learning. Jinger has witnessed a shift with Covid and thinks parents will expect more options for personalized learning going forward. She also expressed interest in exploring a partnership with the Pacific Education Institute to provide staff development training for STEM in the classroom. Discussion followed on how ESDEF can best support an expansion of the ESD bookmobile, adding volunteers and dates allowing it to reach more neighborhoods and students during the summer months. Michele and Maureen will continue to work on ideas and the Exec Committee will follow up.

**Mini Grants:** Michele suggested a name change to this program to alleviate some mental stress for teachers. The suggestion revolved around 'Learning Enhancement Awards to Benefit Students' (further discussion needed to refine the name). Michele felt taking the word 'grant' out of the name will encourage more teachers to apply. Other ideas included creating signs for the classroom doors of winners to celebrate their success and provide PR for the program as well as reaching out to new teachers in the district to personally educate them on the program. Other than that, very little will change within the application. In 2021, applications will be due on Monday, November 1<sup>st</sup> with a special board meeting to review applications and choose winners in mid-November. Winners will be notified the first week of December, and funds must be spent by November 1, 2022.

**Caring Cupboard:** Mary completed a Caring Cupboard donation letter in the fall which raised several thousand dollars to sustain the program. Requests were down this year which can possibly be attributed to the availability of other funding sources, the constant changes in the educational landscape with Covid and fewer eyes on the students. Mary will distribute packets to all counselors, school nurses and administrators in late August containing information on Caring Cupboard, including eyeglass certificates and haircut certificates. The Giving Tree is planned for December 2021 pending participation and support from all counselors. The Giving Tree does not use any Caring Cupboard funds but is supported by community members.

**Fundraising:** Dick and Mary suggested some ideas regarding the annual fundraiser: framed signs presented to sponsors, creating a non-board committee to help with fundraiser tasks, and developing a list of major donors. Discussion followed about creating an alumni list. The Exec Committee will follow up with the major donor and alumni list. Super Bowl Warm Up will be held on Friday, January 28<sup>th</sup>, 2022 (confirmed by Mary in the March 2021 minutes). Our fundraising retreat will be held at 5 pm on Wednesday, July 7<sup>th</sup> at Bruce's Place, Garden Room.

**Communication:** Lowell has been working on a plan regarding communication and outreach. He will create a process by which we can determine what we need (the purpose of the ask), what we ask for (financial support, volunteers, annual fundraising event help, etc), as well as which target group we solicit depending on the ask. Mary will continue to update our website with help from all board members providing content. A presence in the Ellensburg Rodeo Parade was nixed as the crowd is predominately from out of our area. Creating a quarterly newsletter, sent electronically, could provide our donors updated information on our activities. Mary will continue to work on the template for board approval. All agreed to provide a welcome back gift to district teachers, along the lines of a water bottle, candy bar, and ESDEF brochure. Further planning will take place at the August 4 general meeting.

**Adjournment:** Maureen adjourned the meeting at 7:17 pm.

The fundraising retreat will be held Wednesday, July 7<sup>th</sup> at 5 pm at Bruce's Place, Garden Room.

Submitted by Mary Gordon, Rotating Secretary