BOARD OF TRUSTEES
BOARD RETREAT MINUTES

February 28, 2023 – 10:30 a.m.
Room 125 at the
Sturrus Technology Center
388 W. Clay
Muskegon, MI 49440

Present: Chair Osborn, Trustee Crandall, Trustee Frye, Trustee Moore, Trustee Portenga, President Selmon, Kristine Anderson, Beth Dick, Dr. Kelley Conrad, and Susan Foley,

Absent: Trustee Cook, Trustee Mullally

1.   Representative Hillary Scholten visited MCC on Saturday for her first Town Hall meeting since being elected. She talked about her campaign priorities. RENT was performed by MCC students in the Overbrook Theater with sold out performances this weekend.

2.   Foundation Summary Report – Susan Foley, The Registry Interim
Objectives: review expectations/identified priorities, illustrate progress and achievements, outline/discuss opportunities for continued success.

Donor Cultivation Cycle – Identification, Qualification, Cultivation, Solicitation, Stewardship

Goals: Advise President and Foundation Board on developing a solid fund-raising program. Advancement priorities are staffing, donor-driven culture, build donor pipeline, metrics/measurements, stewardship, and technology.

Advancement Mission Statement: Inspiring passion and transformational philanthropic support to advance the educational mission of Muskegon Community College promoting access, equity, and excellence.

Team Values: Trust, collaboration, integrity, respect, accountability

Vision: Pave the educational pathway to success through philanthropic resources and service to our community.

The organization chart for the Advancement Office is – Chief Advancement Officer (CAO) Vacant – Administrative Support – Angela Johnston-Goch, Annual Giving/Donor Relations Manager – Amy Swope, Director of Development Corporate/Fdn/Major/Planned Gifts – Vacant

Many organizations bring in a Campaign Director.

Goal: Develop and implement annual fund development plan: Investiture, Annual appeals, Endowed gifts, Planned gifts.

Goal: Stewardship – 48-hr acknowledgement goal, gift proposals, gift agreements, planned gifts, recognition.

Goal: Technology – Raiser's Edge NXT, Data integrity, training.

We had three letters go out this year for annual appeals, Arts and Humanities, general needs, and Sturrus technology funds.

New Gift-In-Kind form, new Declaration of Future Intent document, Gift Agreement document and new template Impact Report for endowment disbursements.

Run scholarship gifts by Financial Aid first.

A database consultant could accelerate our processes.

Building a "Triple A" Foundation: Ambassadors, Advocates and Askers – Bylaws, focus on fundraising – CAMPAIGN, opportunity fund vs. grant awards, RFP for investment advisor, investment/spending policy review, Board revitalization, educational presentations at meeting, alumni engagement, academic advisory councils. We are looking at bylaws.

Opportunity/Recommendations – establish culture of philanthropy, database investment – foundation for success, data utilization to drive goals and performance, invest in major gifts program, corporate and foundation relations, MCC community-wide engagement, reputation, and passion for MCC in community.

Events – fundraising and cultivation/stewardship event (for scholarship donors)

The Opportunity Team can be incorporated into the Foundation structure going forward and serve as a place to develop institutional funding priorities.

The relationship between the team of four and the Foundation is building a strong Foundation Board with volunteers. We need to have the expectations for a Board member. The naming opportunities are huge for the Centennial Celebration.

We are interviewing for the Chief Advancement Officer this week.

We need to redefine and recommit for the current Foundation Board.

Similar to enrollment, philanthropy needs to be everyone's business.

The Board of Trustees will approve the bylaws for the Foundation. We have a couple of months to review the bylaws and vote.

3. We can modify agenda items at the beginning of the meeting. We will add "modifications as necessary" to
2.14.3.1 Approval of agenda/modifications as necessary.

4. MCCA 2023 Legislative Issues Ballot
For all schools to identify top priorities of interest. Identify top five priorities with number one being top priority to get one document back to MCCA.
1. Operations – appropriate funding
2. Infrastructure, Technology, Equipment Maintenance (ITEM) – appropriate funding
3. Student basic needs/ Student mental health– appropriate funding to help students get connected with benefits and/or provide direct support to cover non-tuition costs of attendance.
4. Student success grants to colleges – appropriate capacity building grants to implement research driven best practices
5. Reconnect – Lower age to 21, improve accountability system

5. President Selmon has been asked by Todd Jacobs, Community Foundation of Muskegon County President/CEO, to attend a meeting along with the Muskegon Area Intermediate School District (MAISD), the Chamber, Greater Muskegon Economic Development (GMED), Muskegon County and Webb Chemical for the Muskegon Heights School District, Muskegon Heights City, and other key community members. The purpose of the meeting was to discuss Muskegon Heights, its economic and educational balance, including the exploration of the school district's debt forgiveness and its impact on the community's ability to move forward. Todd has had a conversation with the State's Office of Foundation Liaison, who is willing to help coordinate a meeting with the Department of Treasury, Department of Education and MEDC to address the Heights issues. The plan is for Todd to draft a letter of support on behalf of the group of community leaders and get key signatures before sending it to Lansing. President Selmon will share the draft with the MCC Board for feedback before signing it on behalf of MCC. The MCC Board discussed the need for a recovery plan, measures of accountability, policy and infrastructure, and sustainability concerns.

6. With no further business the meeting was adjourned at 2:39 p.m.

Submitted by Nancy Frye, Secretary.

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