



# Muskegon Community College

## BOARD OF TRUSTEES & FOUNDATION FOR MUSKEGON COMMUNITY COLLEGE BOARD MEETING MINUTES

October 28, 2019 – 4:00-6:00 p.m.

Room 127 – Health & Wellness Center/Main Campus

**Attendees:** Diana Osborn, Sean Mullally, Dr. Donald Crandall, Nancy Frye, Kathy Moore, Ann Oakes, Roy J. Portenga, Dr. Dale Nesbary, Dr. John Selmon, Kelley Conrad, Ken Long, Rachel Stewart, Amy Swope, Arn Boezaart, Edgar Watson, Janie Brooks, Goeff Hansen, Nick Strait, Sue Zemke, Renee Johnson, Michael Verstraete, Brennan Gorman

**Absent:** Dr. Frank Marczak

Chair Osborn called the meeting to order at 4:00 p.m.

1. Introductions – Chair Osborn welcomed everyone to the meeting and attendees introduced themselves.
2. State of the College – Dr. Nesbary gave a PowerPoint presentation on the current state of the College.
  - He was asked about and discussed his roles with the state legislature and noted they are still going over state appropriations. He noted he is also serving as Chair of the Michigan Community College Association (MCCA) Presidents Committee for the next two years.
  - He was asked about and discussed whether offering a Bachelor of Science in Nursing at the Community College level was getting any closer. He indicated many legislators support it and he will continue to push for this. Dr. Crandall asked whether our institution is ready to launch into a four-year nursing program if legislation passes. Sue Zemke noted that while she is confident we could train for a BSN, there are many things that we as an institution need to answer internally.
3. Roles of the Board of Trustees and the Foundation for Muskegon Community College (FMCC) Board – Chair Osborn noted the Board of Trustees has seven members who serve six-year terms, they are elected and are organized under the Community College section of the Michigan School laws. The Board of Trustees work under a policy governance model. The ends policies are what the Board is reaching for. The Board avoids getting into the day-to-day operations of the College, but works to set the bigger vision and complete the College's mission. At the MCCA Academy for Fundraising Excellence, Foundation Board members, the President and Foundation Director Amy Swope learned so much about why we need to work together. The FMCC Board is an arm of the Board of Trustees that helps to fundraise.
4. FMCC PowerPoint Presentation – Arn Boezaart, FMCC President, gave an overview of the FMCC and its role is as an 'in-house' Foundation with a prominent role of supporting MCC.
  - Efforts are presently underway to bring greater focus on the FMCC.

- Following the Academy for Fundraising Excellence, the FMCC Board:
  - established FMCC goals
  - conducted Board recruitment
  - developed a case statement
  - is emphasizing building endowments with seven new endowed funds this year
  - updated and published the Foundation By-Laws
  - established a Foundation Finance Committee and an Investment Policy
  - meets more frequently - six times a year with the full Board and six times a year with the Executive Committee - meeting on opposite months
  - restructured an existing MCC fund held at the Muskegon Community Foundation to establish a Student Emergency Needs Fund
  - established the new MCC Employee fund in May
  - provided a \$3,000 lead grant towards the purchase of a new Jayhawk “Jay” mascot
- 5. Dr. Karen A. Stout’s Top 15 Trends in Community College Student Success and Philanthropy were reviewed and discussed relative to MCC by Dr. John Selmon, Provost, and Kelley Conrad, VP of Academic Affairs. Dr. Stout is the President and CEO of Achieving the Dream (AtD). MCC joined AtD in 2010 and is now a leader college.
- 6. Academy of Fundraising Excellence – Arn Boezaart shared some of what they learned at the Academy. (17 of the 28 Michigan Community Colleges attended)
  - Community Colleges need to focus more attention on building public support and do a better job of highlighting what they offer. Community Colleges are important problem-solving institutions in communities.
  - It was recommended that the Foundation and MCC leadership:
    - engage with donors at special events and in the community
    - spend time with potential supporters and do a better job connecting with community members able to support the college
    - make Community Colleges more visible within the philanthropic space
    - Trustees and administration need to explore how we may build greater fund development and philanthropic capacity at the institution
    - create message points to share throughout the organization and in the community
    - get better tapped into year-end giving
    - recognize change in the culture of community colleges
    - renew and refresh important relationships
    - host donor briefings and lunches, bring in donor prospects in small groups of 6-10
    - Presidents of Community Colleges need to carve out more time to spend on Foundation related interests
    - develop more active marketing and promote the value of Community Colleges
    - staff capacity and time within the Foundation for engagement with donors prospects
  - Following the Academy, those in attendance from the FMCC recommended to the MCCA that the community college linked Foundations and Foundation Director groups gather at least once yearly to share ideas and best practices, network, etc. and asked Dr. Nesbary in his MCCA leadership role to advance those recommendations.

With no further business, the meeting was adjourned at 6:00 p.m.

/csd