NMC Foundation Board Regular Meeting  
Wednesday, December 14, 2016, 7:30 a.m.  
Sculpture Court, Dennos Museum Center

Members Present  
Bill Marsh, Jr., Chair  
Al Zelinski, 1st Vice Chair  
Kennard Weaver, Trustee  
Mark Lundmark, Immediate Past Chair  
Steve Fisher, Treasurer  
Rebecca Teahen, Executive Dir.  
Bonnie Alfonso  
Suzanne Allen  
Barb Benson  
Doug Bishop  
Chris Branson  
Bruce Byl  
Kerm Campbell  
Mel Cooke  
Bill Donberg  
Fran Gingras  
Don Good  
Kim Hagerty  
Jay Hook  
Chuck Judson (Counsel)  
Craig LaFave  
Terry Malone  
Paul Maurer  
Steve Rice  
Juliette Schultz  
Susan Sheldon  
Marty Watts  
Timothy Young

Members Absent  
Tim Nelson, 2nd Vice Chair  
Wendy Steele, Secretary  
Mike Ascione  
Chris Bott  
Randy Kiessel  
Diana Milock  
Jayne Mohr  
Pete Peterson  
Kevin Schlueter  
Jim Weigand

Staff  
Betsy Coffia  
Vicki Cook  
Lisa Cooper  
Marguerite Cotto  
Joy Evans  
Holly Gorton  
Amanda Gower  
Jennifer Hricik  
Gene Jenneman  
Carly McCall  
Paris Morse  
Craig Mulder  
Todd Neibaurer  
Paul Schoppe  
Elizabeth Schwind  
Stephen Siciliano  
Katharine Zurek

Guest  
Rachel Johnson

I. Welcome and Call to Order—Bill Marsh Jr. called the meeting to order at 7:34 a.m.
A. Review and Approval of Agenda—Bill Marsh Jr. reviewed the agenda and asked for any  
additions, none were suggested.
B. Approval of Minutes of October 26, 2016 Meeting—On a motion by Bruce Byl,  
seconded by Fran Gingras, the minutes from the October 26, 2016, Foundation Board  
meeting were approved.
C. Dennos Welcome—Gene Jenneman welcomed members to the Dennos Museum Center  
and shared a status update on the building expansion.
II. College Updates

A. Focus on NMC: Alumni Data Project—Rebecca Teahen shared that as alumni engagement has become a top priority of the Foundation, access to accurate and complete alumni data has become critical. This led to a lengthy data project involving combining data from the Foundation’s donor database, the College’s student information system, historical paper files from the Records and Registration Office, and yearbooks. Betsy Coffia explained that this project is critical to the development and success of the Alumni Relations Program. Craig Mulder elaborated on the current status of alumni information in the Foundation database. He reported that student information from 1992 to 2016 was already in the database but in most cases was incomplete, so staff has worked to add information like credit hours earned, program of study, interests, and degrees. Although work with information from these more recent students was extensive, the majority of the work has actually focused on an entirely different segment—graduate information from 1953 to 1992. These approximately 8,000 records existed solely in paper form and so staff has had to scan files, research graduates in yearbooks, manually enter information, and ultimately clean up and merge data with existing records. The project is not yet complete as there will always be new students and graduates to add and staff is now investigating adding information about extended education students. Betsy reported that this project has advanced the work of the Alumni Relations Program in many ways, including expanding alumni email addresses from 1,000 to 7,000 and has allowed tailoring events to specific alumni segments. Going forward this data will be invaluable to the overall advancement of the program.

B. Focus on NMC: Innovation in the Classroom—Steve Rice, NMC Business Instructor, shared one of his recent classroom projects. Steve attended a coaching conference with a multidisciplinary team from NMC in spring of 2015. As a result, he became interested in the application of a coaching model in the classroom. In spring of 2016, Steve was able to try this method out with a student who was unable to attend his regularly scheduled class. Steve and the student worked one-on-one throughout the semester with great success, the student drove the learning process and Steve coached her. In fall of 2016, NMC hired two academic success coaches to work with two online classes. The success coaches contacted the students throughout the semester to discuss their successes, challenges, goals before the next meeting, and next steps. The conversations didn’t only focus on the content of the class, but also on what was happening in the student’s life. Ultimately, the retention rate of this course increased by 14%, the average quiz score improved by 2%, and the average test score increased by 5%. Although this project is still in the preliminary stages, the results are promising and future applications could lead to greater student success at NMC. Steve shared that this whole project was actually made possible by a Foundation Innovation Grant, as it was this funding that allowed the initial team to attend the coaching conference back in spring of 2015.

C. Board of Trustees’ Report—Kennard Weaver noted that the NMC Board of Trustees met twice since the last Foundation Board meeting. At their regular meeting on November 21, newest Trustee, Rachel Johnson, recited the Oath of Office and participated in her first meeting. The board approved routine amendments to three of its
board policies, approved a contract for consultants related to the capital outlay project, and approved Student Housing Bid Package #3. Kennard noted that construction of the new dorm is on schedule and it has been temporarily named North Hall leaving the permanent name to be determined through Foundation naming policies. The Dennos Museum bid package was also approved and construction is already on its way. The Trustees unanimously approved the recommended three-year contract with the Faculty Union. On December 12, the Trustees met in special session to approve additions to the Dennos Museum bid package.

D. President’s Report—Marguerite Cotto, Vice President for Lifelong and Professional Learning, shared an update in Tim Nelson’s absence. She reported that an NMC delegation traveled to China in October to continue work and reaffirm NMC’s commitment to the Yellow River Conservancy Technical Institute. NMC’s first faculty will travel to China in June to teach at the Institute in the areas of construction technology and fresh water studies. While in China, Tim spoke at the Chinese Annual Conference on International Education. As one of four college presidents invited to address Chinese educators who are leaders in technical education in China, Tim spoke about the American community college experience. Marguerite shared that Tim was recently appointed by Governor Snyder to serve on the State’s new Building the 21st Century Economy Commission. Members are charged with identifying priorities over the next 20 years along with short-term and long-term action items to achieve the vision of Michigan’s economic future. The commission will issue a final report to the Governor by June 30, 2017 for his consideration. Marguerite also shared that next year the College will begin preparations for the 2018 review of accreditation review by the Higher Learning Commission.

III. Foundation Initiatives

A. Campaign Steering Committee Report—Bruce Byl, Co-Chair, provided a status update from the Campaign Steering Committee. As of December 13, just over $5 million has been raised for the campaign, this includes $3 million designated for the Dennos expansion, $548,000 for program support, and $1,468,000 for scholarship support. Approximately 20% of this has been pledged through planned gifts. Bruce reported that overall, we are nearly 15% of the way to our potential goal. An additional $1,850,000 has been pledged verbally and will be counted in these totals once paperwork is complete and donors determine how their gifts will be designated. Leadership gift conversations have started with the Foundation Board, Board of Trustees, and members of the Campaign Steering Committee. About 25% of these individuals have been contacted and so far 20% of the overall group has made a gift commitment. An RFP for a strategic marketing program for the campaign was issued and received four proposals. Of these, two firms were selected to present in-person on December 19 and 21. A group consisting of Bill Donberg, Alex Bloye, Director of Aviation, and staff has been meeting regularly to discuss the 50th anniversary of NMC’s Aviation program, develop a major gifts plan for the program, and plan the celebration event set for October 6, 2017. Bruce then shared next steps for the Campaign Steering Committee. The group will continue leadership gift conversations throughout the winter and spring and hope to have met with 50% of the
leadership group by the February board meeting. In January, the committee will meet with Kathy Cole to discuss strategies for growing and developing relationships in 2017 with individuals outside of NMC’s immediate circle who have the means to make a significant gift. With construction well underway at the Dennos Museum, the group will seek additional leadership gifts and work to plan a re-opening celebration for late summer or early fall. Gift recognition levels will be established across all projects starting with the Dennos Museum. The committee recommended that the board approve Capital Naming Opportunities and Program and Position Naming Opportunities for the Dennos Museum Center, this resulted in the following motions:

Motion: That the suggested gift recognition standards for physical spaces in the expansion of the Dennos Museum Center be approved and sent to the NMC Board of Trustees for approval. Jay Hook moved. Al Zelinski seconded. The motion passed.

Motion: That the suggested gift recognition standards for positions and programs at the Dennos Museum Center be approved and, as appropriate, be sent to the NMC Board of Trustees for approval. Fran Gingras moved. Chris Branson seconded. The motion passed.

B. Annual Fund Report—Al Zelinski reported that as of December 8, the Annual Fund campaign has raised $125,000. This is 45% of the way toward our fiscal year goal of $275,000. Compared to this time last year, the number of donors to the Annual Fund is up 9% and revenue is up 105%. Annual Fund Committee members continue to make personal renewal and upgrade asks to President’s Club level donors. Al shared that this was our most successful #GivingTuesday yet with $5,630 raised, which is $1,605 more than last year. Participation also improved with the number of #GivingTuesday donors doubling from 20 in 2015 to 42 in 2016. Al encouraged board members to make an Annual Fund gift before the end of the year to receive a 2016 tax receipt.

C. Board Development Committee Report—Bill Marsh Jr. shared that the committee has been focused on identifying, cultivating, and reaching out to potential board members. They will continue to have conversations with potential members. The committee recommended three outgoing members for emeritus status, along with the following member and officer reappointments:


Motion: That with appreciation for meritorious service as Foundation Board members, Don Good, Jay Hook, and Terry Malone be appointed as Emeritus Foundation Board members for the term of life. Mark Lundmark moved. Chris Branson seconded. The motion passed.
Motion: That the 2017 slate of officers be appointed as nominated: Bill Marsh, Jr., Chair; Al Zelinski, First Vice-Chair; Tim Nelson, Second Vice-Chair; Steve Fisher, Treasurer; Wendy Steele, Secretary; Mark Lundmark, Immediate Past Chair; and Rebecca Teahen, Executive Director. Kerm Campbell moved. Bruce Byl seconded. The motion passed.

D. Finance and Audit Committee Report—Steve Fisher presented an overview from the Finance and Audit Committee meeting on December 7. During the meeting, members reviewed the portfolio with our investment consultant, IPEX. Since September 30, the overall portfolio is down 0.7% but Steve explained that this is just a result of diversification as further examination of components reveals that our equities are up 0.4% but our bonds are down 2.9%. This is an overall decrease of about $236,000 with a final value of $34,448,426. Year to date, totals are still up about $2 million which is an increase of approximately 6%. Steve shared that next year the committee has plans to look at the Foundation spending rate and determine if there is a need for a modest adjustment.

E. Executive Director's Report—Rebecca Teahen began a year-end review by addressing the internal infrastructure of the Foundation and what changes have been made over the last several years. She reminded everyone that this process started with a comprehensive program review back in 2012. The review resulted in 76 individual change recommendations and members and staff have been working to implement these changes ever since. She then highlighted areas that have been addressed including data entry, fund management, policies, staffing structure, and the Alumni Relations Program. There has also been an emphasis on board development with board members working to develop new policies to ensure effective management and encouraging a stronger focus on board member giving and attendance. Overall, the board has made great strides and is truly a model for board performance in the community. This is evidenced by the fact that 5 of the last 6 Fellows have been current or former Foundation Board members. Strong committee participation also demonstrates the strength of our members, we have 10 active committees in addition to several ad hoc task force and event related committees. Rebecca then addressed future initiatives. She once again shared the campaign timeline and reminded everyone that we are still in the Leadership Phase. Rebecca then reminded members of the campaign priority areas: scholarships, programs, and facilities. She closed by reminding everyone that while it is the end of the calendar year, it is just the beginning of what we’re working towards. She thanked all members for volunteering their time and energy because they are making a difference and are truly changing lives.

IV. Closing Remarks—Bill Marsh Jr. thanked everyone for their time and reminded them to attend the next Foundation Board meeting on February 22, 2017.

The meeting adjourned at 9:04 a.m. Recorded by: Amanda Gower, Resource Development Wendy Steele, Secretary
Handouts:
December 14, 2016 Agenda
October 26, 2016 Regular Meeting Minutes
October and November 2016 Contributions
IPEX Asset Allocation as of 12/6/16

Upcoming Foundation Events:

Foundation Finance & Audit Committee Meeting
Wednesday, February 15, 2017, 7:30 a.m.
Founders Hall, Room 110

Foundation Board Regular Meeting
Wednesday, February 22, 2017
7:00 a.m. Breakfast, 7:30 a.m. Meeting
Oleson Center, Main Campus

A Taste of Success
Friday, February 24, 2017, 6:30 p.m.
Great Lakes Campus

Scholarship Luncheon
Friday, April 21, 2017, 12:00 p.m.
Hagerty Center, Great Lakes Campus