

## MINUTES – NPC FRIENDS & FAMILY BOARD MEETING

### *Supporting and promoting lifelong learning through fund raising, advocacy and volunteerism*

**Monday, April 19 2021 – 3:30 p.m. – Location TBA + Zoom option**

- I. **Call to Order** – President Mary Koury called the meeting to order on Zoom at 3:35 p.m.
- II. **Roll Call and Introductions** – Members present included Mary Koury (President – PDC); Terry Shove (Vice-President – Apache County); Claude Endfield (Secretary – Whiteriver); Wendy McVicker (Treasurer – SCC); Pat Ceballos (LCC); Myrtle Dayzie-Grey (Kayenta); Rich Chanick (WMC); Betsy Wilson, Executive Director
- III. **Action Item: Approval of the Minutes of the March 29.2021 meeting** Terry Shove made a motion to approve the minutes as presented; Myrtle Dayzie-Grey seconded the motion; All voted in favor; no discussion or abstentions.
- IV. **Action Item: Approval of Treasurer’s Report – NPC Friends and Family Treasurer Wendy McVicker:** Before Wendy presented, Betsy reported to Wendy and the group that she had received a business debit card from PayPal. It was not requested, and Betsy has no use for the card, reminding the group that when donations are made through PayPal, she transfers the funds to the appropriate National Bank account. She told Wendy and the group she will destroy the card and inform PayPal that she has done so, so there is no record of a debit account.

Wendy noted the donation of \$2224.81 from Brian Goodman for the Doris Reed Nursing Scholarship, and the \$5000 donation to Unrestricted Scholarships. Betsy noted that the donors, Eileen Johnston and Linda Riegel, are Pedal the Petrified riders who often donate do the Jon Graff scholarships. This year’s donation was to be used where it is most needed. Wendy also pointed out that the endowed scholarships are showing strong returns, but cautioned that it is probably realistic to expect a correction in the markets at some point. Claude Endfield made a motion to approve the Treasurer’s Report as presented; Pat Ceballos seconded the motion; All voted in favor; no discussion or abstentions.

#### **a. Operational Checking Account Activity**

<b>Beginning Balance – 02/26/2021</b>	<b>\$21,823.56</b>
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Check #	Date	+/-	Amount	Payee/Payer	Purpose
	03/01/2021	+	1130.50	Transfer from US	Payments for Hotspot Plans from COVID-19 Emergency Funds
1330	03/03/2021	-	51.42	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1331	03/03/2021	-	124.86	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1332	03/03/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1333	03/03/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1334	03/03/2021	-	151.80	CellularOne	Hotspot plans – COVID-19 Emergency Funds
	03/05/2021	-	26.35	Transfer	Online payment to Visa: USPS mailing of Jon Graff books to his brother and sister
1335	03/16/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1336	03/16/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1337	03/16/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1338	03/16/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1339	03/31/2021	-	151.80	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1340	03/31/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1341	03/31/2021	-	75.90	CellularOne	Hotspot plans – COVID-19 Emergency Funds

1342	03/31/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
1343	03/31/2021	-	37.95	CellularOne	Hotspot plans – COVID-19 Emergency Funds
<b>Ending Balance 03/31/2021</b>					<b>\$22,030.38</b>

**b. Restricted Scholarships (Money Market) Account**

<b>Beginning Balance 02/26/2021</b>					<b>\$75,721.79</b>
<b>Check #</b>	<b>Date</b>	<b>+/-</b>	<b>Amount</b>	<b>Payee/Payer</b>	<b>Purpose</b>
	03/09/2021	+	2224.81	Brian Goodman	Check # 1059 donated for Doris Reed Nursing Scholarship
0067	03/08/2021	-	1500.00	NPC Business Office	CASO student scholarships
	03/31/2021	+	1.38	Interest	Interest
<b>Ending Balance 03/31/2021</b>					<b>\$76,447.98</b>

**c. Unrestricted Scholarships (Money Market) Account**

<b>Beginning Balance 02/26/2021</b>					<b>\$159,031.95</b>
<b>Check #</b>	<b>Date</b>	<b>+/-</b>	<b>Amount</b>	<b>Payee/Payer</b>	<b>Purpose</b>
	03/03/2021	+	5000.00	Fidelity Brokerage on behalf of L Riegel and E Johnston	Check # 935469099 for “where it is most needed.”
	03/05/2021	-	1130.50	Transfer to OC	Payments for Hotspot Plans from COVID-19 Emergency Funds

	03/05/2021	-	397.16	Transfer	Online payment to Visa for charges related to AZ Gives.
	03/31/2021	+	2.91	Interest	Interest
<b>Ending Balance 03/31/2021</b>					<b>\$162,507.20</b>

**d. Endowed Edward Jones – NPCFF Endowment**

<b>Beginning Balance – 02/27/2021</b>			<b>\$435,888.52</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>	<b>Purpose</b>
+	03/26/2021	5,816.58	Gain on Investment
-	03/26/2021	465.29	Investment Fees
<b>Ending Balance</b>	03/26/2021	<b>\$441,239.81</b>	

**e. Endowed Edward Jones – Smith Endowment**

<b>Beginning Balance – 02/27/2021</b>			<b>\$130,665.24</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>	<b>Purpose</b>
+	03/26/2021	1,740.16	Gain on investment
-	03/26/2021	139.46	Investment Fees
<b>Ending Balance</b>	03/26/2021	<b>\$132,265.94</b>	

**f. Endowed Edward Jones – Lisitzky Endowment – No February statement for Lisitzky**

<b>Beginning Balance – 01/30/2021</b>			<b>\$51,763.90</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>	<b>Purpose</b>
+	03/26/2021	1,520.52	Gain on Investment
<b>Ending Balance</b>	03/26/2021	<b>\$53,284.42</b>	

**g. Endowed Edward Jones – Endfield Endowment**

<b>Beginning Balance –02/27/2021</b>			<b>\$58,975.05</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>	<b>Purpose</b>
+	03/26/2021	876.69	Gain on Investment
-	03/26/2021	62.17	Investment Fees

<b>Ending Balance</b>	<b>03/26/2021</b>	<b>\$59,789.57</b>
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**Endowed Edward Jones – Pres Winslow Endowment**

<b>Beginning Balance – 02/27/2021</b>		<b>\$90,403.70</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>
+	03/26/2021	1,198.61
-	03/26/2021	96.22
<b>Ending Balance</b>	<b>03/26/2021</b>	<b>\$91,506.09</b>

**h. Endowed Edward Jones – Jon Graff, Ph.D. Fund**

<b>Beginning Balance – 02/27/2021</b>		<b>\$12,909.18</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>
+	03/26/2021	572.89
<b>Ending Balance</b>	<b>03/26/2021</b>	<b>\$13,482.07</b>

**i. Endowed Edward Jones - Jennifer Lee Witt Memorial Scholarship Fund**

<b>Beginning Balance – 02/27/2021</b>		<b>\$209,167.00</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>
+	03/26/2021	2,721.88
-	03/26/2021	223.29
<b>Ending Balance</b>	<b>03/26/2021</b>	<b>\$211,665.59</b>

**j. Taking Flight Scholarship - NEW**

<b>Beginning Balance – 02/27/2021</b>		<b>\$25,174.35</b>
<b>Activity</b>	<b>Date</b>	<b>Amount</b>
+	03/26/2021	359.27
-	03/26/2021	17.18
<b>Ending Balance</b>	<b>03/26/2021</b>	<b>\$25,516.44</b>

**Report of Endowed Funds as of 12/31/2020 –**

<b>Name of Account</b>	<b>*One Year Ago</b>	<b>Current</b>	<b>Change</b>
<a href="#"><u>Smith</u></a>	\$103,868.69	\$132,265.94	+\$28,397.25 (+27.3%)
<a href="#"><u>Lisitzky</u></a>	\$41,055.08	\$53,284.42	+\$12,229.34 (+29.8%)
<a href="#"><u>Endfield</u></a>	0	\$59,789.57	N/A
<a href="#"><u>NPCFF</u></a>	\$338,951.89	\$441,239.81	+\$102,287.92 (+30.2%)
Winslow	\$73,910.01	\$91,506.09	+\$17,596.08 (+23.8%)
Jon Graff	\$10,509.71	\$13,482.07	+\$2,972.36 (+28.3%)
Jennifer Witt	0	\$211,665.59	N/A
Taking Flight	0	\$25,516.44	N/A
<b>Total</b>	<b>\$568,295.38</b>	<b>\$1,028,749.93</b>	<b>+\$460,454.55 (+81.0%)</b>

(The Endfield, Witt, and Taking Flight endowments were established less than one year ago at \$50,000.00, \$200,000.00, and \$25,000.00 respectively. Growth is shown from those bases.)

\*Change shows general trends only. Change includes gains and losses based on interest, but also includes gains based on assets added to the accounts through donations and revenues, and losses based on assets withdrawn from accounts for scholarship awards.

**V. Director’s Report/Old Business – Betsyann Wilson –**

**A. Scholarship applications received for Fall 2021 – Call for reviewers:**

Betsy announced that she just received a check in the amount of \$5000 from Summit Healthcare, to provide five \$1000 nursing scholarships for the FA 21 semester. She also received \$1000 back from the FA 20 Beehive Homes Nursing scholarship. One of the awardees dropped her classes upon successfully passing the NCLEX, so the scholarship can be re-awarded to another student for FA 21. This means NPCFF can offer six, \$1,000 nursing scholarships for Fall 2021.

Betsy reported that she continues to find it a challenge to get students to apply for scholarships. This application period opened on March 1 and closed

on April 15. Marketing sent email notifications, including the link to information and application materials for all NPCFF scholarships to all registered NPC students. They also published this information on the college's website and social media sites, and Betsy posted it on NPCFF's Facebook page.

When students click on any NPCFF scholarship, they received not only the criteria for the scholarship, but also a link to an outline and tips for writing a scholarship essay. Betsy taught two of her scholarship classes over Zoom on how to write a scholarship essay and apply for scholarships. One class, designated for high school students and their parents, had 40 registrants, but only 12 participants. The class that was open to all, which was marketed by direct email, text and on social media, had over 100 registrants, but only 30 participants. The classes were recorded, and are posted on YouTube, and the YouTube link was sent to students.

Betsy also offered a focused Zoom class, just for ECD students, to teach specifically about the Claude Millet Endfield Early Childhood Development scholarship. There were 8 participants, and she received 2 applications.

This semester, NPCFF had three new scholarships, just for high school students: NPC On The House was provided by The House of Show Low, and provides \$2000 per year/\$1000 per semester to one 2021 graduate from Show Low, Blue Ridge and Snowflake High Schools, respectively. NPC's Early College advisors sent the information to the counselors at these high schools, and Betsy contacted the high schools by email, offering to teach a scholarship class for each high school that focused specifically on the scholarship. Snowflake High School's AP English teacher scheduled a class. Betsy taught that class in-person to 15 students; half were juniors. One application came from SHS. One application came from BRHS, and none were received from SLHS. The Arvin Palmer, PhD, Memorial Scholarship, which is specifically for 2021 grads of SHS had two applicants.

The new Corky Elikann Scholarship provides \$2000 to one female and \$2000 to one male 2021 grad from Alchesay High School. NPC's Early College advisor for Alchesay put Betsy in direct contact with the high school counselor, and he and Betsy scheduled a Zoom class to teach Alchesay seniors all about the scholarship and how to apply. There were no participants. She continued to work with the counselor, and received two applications, one from a male and one from a female, the day before the deadline. Betsy noted that all the high school applications included very strong essays from excellent students.

For all NPCFF scholarships for Fall 2021, Betsy received a total of 81 scholarship applications from 24 unique students. Most of the applicants worked with Betsy to prepare their essays, and the quality of applications is improving. Betsy felt that this was a good pool of applicants, both qualitatively and quantitatively, given that the fall semester remains uncertain. Still, getting students to apply for scholarships is an ongoing challenge. Betsy will work with NPC's Student Success Alliance and SWOT team to continue to seek solutions. Solutions might include marketing the scholarships as being "for everyone", since the perception that scholarships are just for the 4.0 student or the recent high school grad seems to be pervasive.

Betsy had a total of 44 people volunteer to review and score scholarship applications, which is an all-time high. Most volunteers are NPC staff, although there were 5 faculty and 6 administrators in the group. Results are to be returned by April 23, and Betsy hopes to announce the awardees no later than April 26, in time for semester registration.

Mary asked if the high schools were face-to-face. Myrtle asked if she could have the YouTube link – Betsy will send it. Myrtle thinks the students may not apply, because they feel they are too overwhelmed. She thinks it would be helpful if counselors and others can encourage the students, one-on-one. Myrtle noted that when she was at Kayenta, she had to remind/encourage students to open their email. Betsy noted that the high school counselor-to-student ratio exceeds 1:180, so it is hard to expect counselors to do a lot of one-on-one, but we will persist in sending information to them directly.

Betsy shared outcomes of laptop/hotspot distribution in March 2020, made possible by the NPCFF Emergency Fund.

## **B. Arizona Gives Day – Results and looking toward 2022**

Betsy reiterated the great news that she shared by email:

- We brought in a total of **\$43,850.00** from 176 unique donations! (Last year, our best-ever total was \$26,883.00 from 116 unique donations.)
- We finished in First Place in the category of Most Dollars Raised – Small Nonprofits – All Organizations, which carries a Performance Prize of **\$7,500.00**. No other small nonprofit was ever even close to us for the entire 24-hour period.
- We finished in 15<sup>th</sup> place among all 982 nonprofits across Arizona that participated in AZ Gives Day.



- Gifts were designated for the **NPCFF Emergency Fund**, the **Pres Winslow, Charles Lisitzky, VAL 153**, and **Martia and Louis Smith Memorial Scholarships**, the **Jon Graff, Ph.D.**, scholarship fund, and the **Claude Millett Endfield Early Childhood Development Scholarship**.
- **Chris Corbin** and our friends at **The House in Show Low** donated **\$6,000.00** to fund their new **NPC On The House Scholarship**, which is designated to provide \$2000.00 next year - \$1,000.00 per semester – to 2021 graduates from Snowflake, Show Low and Blue Ridge High School.
- Of all the donations, \$26,366.00 – over 60% - were made to fund the new Taking Flight Scholarship in Memory of Dr. Eric B. Henderson. Betsy continued to receive donations to the Taking Flight fund after AZ Gives Day.

After this recap, Betsy announced that the results were made final by the Alliance of AZ Non-Profits just today, and we did win the \$7,500 bonus prize for Most Dollars Raised by a Small Non-Profit. We also took first place in the Early Giving – Small Non-Profits category, for both most dollars raised and most unique donors, but the prize money for that is only \$1,300, and when multiple prizes are won by a single organization, the Alliance of AZ Non-Profits awards the largest single prize to that organization. Prizes are no longer “stackable”.

Betsy noted that the “bad news” is that, due to our revenues for 2021-22, we will compete next year in the category of Mid-Sized Non-Profits. Their first-place winner this year (Oasis Sanctuary, Ltd., an exotic bird rescue) grossed over \$96,000 from 334 unique donations. They won first last year in Small Non-Profits, which bumped us to third place. Betsy noted that we will have to be very strategic. We have our work cut out for us!

### **C. Pedal the Petrified and Disc Golf in 2021?**

Betsy reported that holding Pedal the Petrified “live” in 2021 depends upon Petrified Forest National Park getting to the phase of issuing Special Use Permits. They still have not reached that point. Betsy has set a date of July 31 for the cutoff. If she can open registration by the first week in August, she feels she can get the ride planned. Betsy asked the thoughts of the group on holding a disc golf tournament in late summer. Mary asked how Steve Johnston would feel about it. Betsy responded that he has been actively playing, and the Four Seasons Golf Course has been open all along, so those should not be issues. Terry felt that people were ready for such an activity, and pointed out that it is, of course, outdoors. Betsy will communicate with Steve and bring her findings to the May meeting.

**D. Review of goals and objectives for third quarter, FY 20-21, January 1, 2021-March 31, 2021**

Betsy shared the third quarter outcomes on the screen, to compliment the copy she sent with the agenda. She emphasized that the items in red font are a departure from normal, due to the ongoing pandemic. There were no questions or concerns.

**VI. New Business**

**A. Nominations for officers – President and Vice President – to serve from May 2021-May 2024**

Mary asked if Terry Shove would be willing to serve as president. Terry said she would. Mary nominated Terry. Mary called for nominations for Vice President. There were no nominations from the group, so Mary nominated Pat Ceballos. Mary asked if Pat would be willing to serve. Pat said she would. Mary noted that Pat has been a member of the NPC Foundation, into NPC Friends and Family for a number of years. The election of these officer positions will take place at the May meeting.

**B. Discussion of topics to be included for the annual board retreat, including date and location of retreat.**

- a. Possible need to modify the NPCFF mission statement to align with the new mission statement adopted by the NPC district governing board: *Northland Pioneer College provides educational excellence that is affordable and accessible for the enrichment of communities across northeastern Arizona.***
- b. Annual review of guiding documents:**
  - i. Bylaws, adopted 3/1/2016**
  - ii. Gift acceptance policy, adopted 1/28/2019**
  - iii. Gift acceptance procedure, adopted 10/21/2019**
  - iv. Fiscal management policies and procedures, adopted 2/19/2016; amended 6/23/2020**
  - v. MOU between NPC and NPCFF, adopted 7/15/2019**
- c. Annual review of executive director**
- d. Other items for discussion/action?**

Betsy asked the group if there were other items that needed to be added to the agenda for the annual retreat. There were no additions. Mary asked the group what they felt about in-person vs virtual, or a combination thereof. The group would like to meet in-person, with an option for anyone not comfortable with it. Betsy explained that the college is still on Code Red, meaning facilities are

closed to the public, so the group might have to identify an outside venue. Mary asked if Betsy would ask Dr. Swarthout about college venues, as the college opens up. Terry suggested the retreat could be held at the Heritage Center in Springerville, which is a generous space. Claude felt that there is more productive discussion when we are together in-person. Betsy said we could push the annual meeting to June to see if conditions improve in terms of using a college venue; the college might be on Code Yellow by that time. Mary asked the group what other commitments they had in May. Claude is having knee surgery May 4, and there are high school graduation ceremonies in mid-May. Terry suggested June on the third Monday. (June 21<sup>st</sup>.) Mary noted that The Mesa in Holbrook has a large meeting room. She isn't sure about Wi-Fi access. She will check. Holbrook School District also has a boardroom, if it isn't possible to meet at the college.

Betsy will send the guiding documents to the group for review with the minutes from this meeting, so all can be prepared to discuss them at the annual meeting. She will send Mary the document for review of the executive director, so Mary can send it out. Mary will send it to Terry to distribute.

Claude has a conflict with June 21, so the group agreed to **Wednesday, June 23<sup>rd</sup>** for the retreat. Betsy asked the group to explore possible venues, and she will ask Dr. Swarthout about college venues.

**C. Action Item: Approval of goals and objectives for fourth quarter, FY 20-21, April 1, 2021-June 30, 2021.** Mary called for a motion to approve the document, which Betsy had sent as an attachment and shared on the screen. Terry Shove made a motion to approve the fourth quarter goals and objectives as presented; Claude Endfield seconded the motion. Betsy reiterated that the red-font items are related to the pandemic. There was no further discussion. All voted in favor; no abstentions.

**VII. Next Meeting: Monday, May 17, 2021 – 3:30-5:00 via Zoom**

**VIII. Adjournment: Mary adjourned the meeting at 4:47 p.m.**