Approved Minutes March 18, 2015

VVBAC Members present: Paul Chevalier; Bill Regner; Carolyn Fisher; Randy Garrison; Carolyn Fisher; Janet Aniol; Leona Wathogoma

VVBAC Members absent: Amber Marchant-Lee

DGB Members present: Al Filardo, VVBAC Liaison to DGB; Deb McCasland, DGB District 2

College employees present: James Perey, Executive Dean, Verde Valley Campus, Steve Walker, Vice President of Advancement and Economic Development and Executive Director of Yavapai College Foundation; Linda Buchanan, Verde Community Education Coordinator

Call to Order

Meeting called to order at 8:30 a.m. with VVAC Chair Paul Chevalier presiding.

Approval of March 4 2015 Meeting Minutes

Approval of March 4 2015 meeting minutes deferred to April 1 2015 meeting due to erroneous draft submitted by staff for approval.

Committee member reports on information/activities

- Chair Chevalier will ask for audience with City of Sedona, would like Vice Chair Regner to co-present; will ask Sedona Council to provide feedback during work session regarding higher education in the Verde Valley; encourages all committee members to include co-presenter; create agenda item for April 1 to discuss procedure.
- Vice Chair Regner – Report made to Town of Clarkdale
- Randy Garrison acknowledged YC President’s report
- Janet Aniol reports that Ruth Wicks and Bob Oliphant presented to Lake Montezuma Women’s Club and audience warmly received concept of separate Verde Valley College. Largest organization is Lake Montezuma Property Owners Association.
- Carolyn Fisher works with Big Park Coordinating Council (made presentation last week) Cornville Community Association, Verde Villages.
- Al Filardo, suggests creating procedure for standardizing reporting procedure

Yavapai College Foundation

Chair Chevalier introduces Steve Walker, executive director of Yavapai College Foundation, and Vice President of Yavapai College Advancement and Economic Development. Mr. Walker gives YCF history from 1995 – present, including efforts to establish sustainable fundraising branch in Verde Valley. Greater Verde Valley Chapter (GVVC) of YCF established November 2006, with organizational meeting in February 2007 attended by 17 individuals.

YCF 2007 audit found Marilyn Sunderman Foundation to be out of compliance with YCF mission, resulting in assets being moved to Sedona Arts Center (SAC).

GVVC Board voted December 2013 to dissolve existing organization and establish the Friends of the Southwest Wine Center (FoSWC) auxiliary.
Audited financials of GVVC Fundraising Performance Summary presented for review. Gradual fundraising growth trend from 2008 – 2013, including creation of annual gala event in the Verde Valley.

GVVC raised $288,411 from 2006 – 2014, with $1,275,867 allocated from YCF to Verde Valley during same period.

Current fundraising efforts in Verde Valley spearheaded by Major Gift officer working in Verde Valley 1 or 2 days per week. Student scholarship and endowment building initiative are primary focus of YCF fundraising district-wide. Current YCF staffing allocates 10% of effort in Verde Valley. Volunteerism is critical to local and specialty auxiliary work.

Vice Chair Regner questions possible formation of interest groups to support Friends groups for new programs such as culinary and hospitality; shared personal experience with GVVC over 5-year period including discouragement and growing sense of frustration regarding support from YCF for Verde Valley fundraising. Regner favors reestablishing Greater Verde Valley Chapter. What resources would be required for underpinning?

Chair Chevalier inquires about references from estate attorneys and accountants providing potential leads, which Walker confirms is current practice. Randy Garrison questions veracity of YCF staff effort in Verde Valley; references salon practice and YCF failure to connect with Sedona 30; believes donor cultivation in Verde Valley requires different approach.

DGB Al Filardo questions process for moving forward? Passion is not sufficient; activities do not constitute plan; strategic plan necessary to build success.

Chair Chevalier believes Verde Valley residents don’t support Yavapai College because they don’t approve of quality of education and allocation of funding.

Janet Aniol states community residents don’t fully understand Yavapai College vision and mission. More public input necessary for assessment of dissatisfaction.

VVAC will discuss different model of fundraising for Verde Valley and present to Mr. Walker for consideration.

Presentations/Recommendations
Review YAN Council feedback. (Amber Marchant-Lee absent and unavailable to present Verde Valley School Superintendents feedback). YAN survey results distributed by Leona Wathogoma and discussed by Committee. Committee agrees that most concerns raised are included in recommendation presented to DGB March 3. Executive Dean James Perey clarified availability of adult basic education leading up to credit bearing courses. Vice Chair Regner questions Committee role in addressing transportation issues. Janet Aniol will make presentation at April 1 meeting regarding transportation. Does the College have a role in transportation? What is practical way to alleviate transportation barriers?

Mr. Perey suggests VVAC focus on “access” rather than transportation; is 18 miles a true barrier to access? YAN target population requires further assessment to determine if classes will fill at YAN sites. Would classes be open to non-native population? Administrative support must be considered for off-campus delivery. Verde Valley campus predominantly Gen Ed (for transfer) and hybrid model with combination on-campus and online. 75% of Verde students are part-time and attending night classes. Business classes being offered to YAN on Middle Verde Reservation. Launching Welding, Culinary, Hospitality and Film Media using data-driven approach to program formation and selection. Most Verde broadband is too slow to successfully support ITV course delivery. How is fiscal responsibility measured/valued in Verde Valley?
Chair Chevalier invites James Perey to attend VVAC meetings regularly and be seated with Committee when present. Mr. Filardo suggests community must work as a whole to build better vision of Verde Valley career opportunities.

Ownership Linkage
Vice Chair Regner suggests YCF fundraising efforts in Verde Valley need to be re-examined; believes that evolution was stilted by organizational procedures; appreciates opportunity to work with YCF to explore new initiative. Garrison did not receive information in today’s YCF presentation regarding program support district-wide; YC DGB has no purview over YCF fundraising; recommends not delving into creating local fundraising arm. Regner believes DGB endorsement would be essential to success of new model. Mr. Filardo questions next steps? Chair Chevalier believes Sedona support is essential to fundraising support, with Sedona-specific purpose; exploration over next year.

Future Meeting Schedule
- April 1  8:30 a.m. YC Regional Economic Development Center/SBDC
- April 15 8:30 a.m. TBD (Dr. Clint Ewell invited, Mr. Filardo will confirm)
- May 6  8:30 a.m. TBD Lois Lamer and Steve Dockray invited
- May 21 8:30 a.m. Verde Valley Campus w/ Barbara Dember, VVMC CEO
- June 3  8:30 a.m. TBD (request for presentation of YC online delivery)
- June 17  8:30 a.m. TBD(Mr. Filardo will extend invitation to Craig Ralston, Dean of Arts & Humanities)

Chair Chevalier wishes to invite Dean of Arts & Humanities for future presentation, especially to address Sedona focus on art education. Carolyn Fisher suggests high school principals; Regner suggests transportation directors/advisors (CATS/LYNX/YAT) as future presenters. Garrison suggests County supervisor(s) and/or administrator (Bill Bourdin) to present on decentralized model for Yavapai County services; Garrison will extend invitations.

Mr. Filardo suggests vast unlikelihood of creating effective transportation solutions; proposes focusing efforts on effective online delivery. Requests presentation by Dean of YC Computer Technology and Online Learning Support.

Adjourn
Motion to adjourn by Garrison/2nd by Fisher; carries unanimously. Meeting adjourned at 10:30 a.m.