

Snow College Foundation Board Meeting

Meeting Minutes

November 16, 2022

Members in Attendance: Bruce Snow, Dale Darling, Romney Stewart, Stacey Mciff, Carson Howell, Brent Thorne, Mark Howard, Kay Christensen, Roger Thompson, Joe Strain, Gail Albrecht, Mark Jones, Michael Carlston.

Members in Attendance: Rob Nielson, Yisel Jimenez

Members Not in Attendance: Beverly Nielson, James Tatton, Randy Cox

Call to Order: The Snow College Foundation Board Meeting was held on Wednesday, November 16, 2022, in the Lorenzo and Erastus Snow Conference Room at the Snow College Ephraim Campus. The meeting was called to order by Chairman Bruce Snow at 12:06 PM.

Approval of Minutes: *A motion was made by Brent Thorne and seconded by Kay Christensen to approve the minutes of the August 10, 2022 meeting. The motion passed unanimously.*

Passing of Wallie Rasmussen: Bruce began the meeting by acknowledging the passing of Wallie Rasmussen, thanking him for his service to the Snow College Foundation Board. Bruce has reached out to give his condolences to Wallie's family. Wallie's work with the board included working alongside Bruce and Janie to update the Foundation Board by-laws. He met with the AG's office in Salt Lake for guidance on improvements. Wallie's suggested changes to the foundation by-laws were approved by the board in a previous meeting. His efforts have been invaluable in updating important policies and procedures.

As a result of Wallie's passing, Bruce addressed how the board would like to proceed when one of its members should pass away. He suggested creating a fund where board members could contribute toward flowers or gifts for the family. Kay suggested having a draft letter ready and available to send with flowers to the family. Mark suggested having a system in place where a representative from the foundation board attends the funeral to show appreciation and support. Rob said that the Advancement Office will set up a fund and at the next Foundation Board meeting it can be discussed the amount that members would like to contribute. Kay suggested the fund extend beyond a bereavement contribution and also assist with tokens of appreciation for outgoing Foundation Board members. The decision was made for the board chair to write a letter of condolence. If someone on the board knew the deceased better than the chair they would write the letter for him to sign. Dale suggested a policy be written on how to properly notify members of the board when/if another member passes away, how to access the bereavement fund and how those steps should be executed. Rob and Dale are going to work on the draft of how to distribute this information to the board. Brent Thorne and Kay Christensen contributed to the fund.

Bruce thanked Snow College Catering for making and setting up the food in the Lorenzo room. It is very appreciated.

Introduction of Vice President of External Affairs: President Stacey Mciff took the floor by introducing some reorganization within the Snow College leadership. An organizational change was necessary to increase efficiency and functionality in supporting college staff. Formerly, the Office of Advancement has

been operating separately from all other departments and divisions, reporting directly to the Snow College President. Robert Nielson has been appointed as the new Vice President of External Affairs, with Advancement and Alumni shifting to his jurisdiction. Previous to the change, Rob has been overseeing campus auxiliaries and student life as well as serving as the Athletic Director. President McCliff restated her confidence in this organizational change describing the ties between athletics, advancement, auxiliary, and alumni. Rob will assist in hiring the new Director of Advancement and Government Relations. Along with the Director's preexisting duties, this individual will now represent Snow College in the state legislature. There will also be a second position open in the Advancement Office for an Alumni Relations Officer. The separation of these two new positions will help the Advancement Office make a greater impact on fundraising, and alumni and government relations.

Rob began by thanking Advancement's administrative assistant, Yisel Jimenez for stepping in when Janie left Snow College and for all the good work that she has been doing to keep the Advancement office running. Rob expressed his excitement about working with the Advancement and Alumni office and assisting the Foundation and Alumni board in fulfilling their goals. Rob explained that with two new Advancement positions soon being hired there will be greater support and growth from the college for the board members. Rob also explained that he has been working with the Snow College coaches and they have received assignments to produce alumni lists for their sports. The Snow College football team can be traced back to 1904 and Rob would like to develop a better history. He would also like to develop a system to better track and keep in touch with alumni.

Rob explained that the first step toward success is to focus on the purpose of the Foundation board which is to help raise money for student success and the advancement of Snow College. Joe explained that in recent meetings, the focus has been the Foundation Board bylaws which guide the board's purpose. Rob added that the board exists to support programs and college initiatives through numerous activities, which include but are not limited to; first, fundraising, scholarships, and financial assistance for students; second, fundraising for special equipment, facilities, and learning resources; third, fostering foundation, corporate and community relations on behalf of Snow College.

Rob explained Snow College isn't as well-known as its supporters believe it is. This is why an external marketing team is being hired to help advertise Snow College. Once Snow College becomes more prominent it becomes more effective to ask alumni for donations.

Dale shared about the Athletic Hall of Fame ceremony where coach Keith Uperesa was inducted into the Hall of Fame. Coach Uperesa was Dale's former football coach at Snow, and during the event, Dale talked to some of his former teammates. He realized that many of them have not had contact with or been back to Snow College for 20+ years. Many of them just need to be asked and when there is a reason and a connection, some would be willing to help. Rob added that holding of class reunions would bring more alumni back to campus.

Kay suggested that having an outline of President McCliff's goals will help guide the Foundation Board in the direction they need to go. Bruce pointed out that the Foundation Board should set goals they would like to meet. Michael Carlston stated that Snow College should have a unifying message that differentiates Snow from other institutions. Michael stated that Snow is very unique because it is the only institution in the state that has a monitor of independence, and Snow and its students should protect it. President Stacey McCliff pointed out that the new external marketing group should be able to help with this message and disperse it to the public. She also pointed out, that the new Foundation Board member, Robert Behunin has expertise in marketing and could use this knowledge to help the

board. Dale also has experience in marketing sales and is willing to help in any way explaining that social media is the heartbeat of marketing. With new technology, there are reports and analytics available to analyze strengths as well as areas for improvement. A suggestion was made to form a marketing committee if that would fit within the Foundation Board Bylaws. The board would consider this suggestion and discuss it in more detail at the next Foundation Board Meeting.

Introduction of Yisel: Bruce began by explaining that with Janie leaving Snow College, Yisel will be handling some of the Director's responsibilities until a new director is hired. Yisel then shared some of her life experiences and her roles as the Advancement Administrative Assistant.

Renewal of Beverly Nielson (3-Year Term): Bruce announced that Beverly Nielson's tenure on the Foundation Board is up. Beverly stated that she wished to renew her tenure for another three years.

A motion was made by Kay Christensen and seconded by Roger Thompson to approve a renewal of a 3-year term for Beverly Nielson on the Foundation Board. The motion passed unanimously.

Potential board members-Mechelle Mellor and Robert Behunin: Bruce started off by introducing two potential board members for review by the nominating committee. Mechelle Mellor's resume was available in the Foundation Board Packet for members to review. Bruce turned the time over to President Stacey McCliff to introduce Mechelle Mellor and Robert Behunin. President McCliff first introduced Mechelle Mellor. Mechelle is currently working in private banking for Zions Bank. She is an Alumna of Snow College where she played on the Women's Basketball Team. After Snow College, Mechelle transferred to SUU where she and President McCliff first met. President believes that Mechelle has some good qualities and insights that she can bring to the board.

President McCliff then introduced Robert Behunin. He works for the professional external marketing company, R&R which Snow has contracted with. Robert has been the lead on the Snow College marketing project. He has roots in Wayne County, went to SUU, and has a love for rural Utah. Robert has taken a great interest in Snow College. He will soon be changing jobs over to WW Clyde Company and will no longer be involved in the external marketing contract, but would like to remain involved with Snow College. Some background on Robert, he was the Director of Advancement and Government Relations for Utah State for almost nine years. Robert volunteered to serve on the Snow College Foundation Board and believes he will be a great asset. Carson and Robert Nielson have met Robert Behunin and both believe that he would be a great addition to the board. Roger asked if there was a Foundation board packet for new members with agreements along with the Foundation Board Statement. Kay responded that he has a document and there should be packets to give out to new members. Joe said both potential board members have been reviewed by the nominating.

A motion was made by Kay Christensen and seconded by Mark Howard to approve Mechelle Mellor and Robert Behunin to be members of the Foundation Board. The motion passed unanimously.

Approval of Finance Report: Carson Howell explained the Clearbrook reports. The reports are from October and showed a small drop in the market. The Foundation report showed a \$20,000 drop between March and October and is currently sitting at \$182,000. The Endowment report showed that in March it was sitting at 12.6 Million and now is currently at 17.2 Million. With the Wade Estate Gift being added to the Endowment it has only dropped a small amount. Carson asked the board what day they would like a Clearbrook representative to attend the board meeting and review the Endowment and Foundation reports. The suggested dates for Clearbrook to come down are May 17 and November 15. At

the next Foundation Board meeting it will be finalized as to when Clearbrook will come in person. Roger suggested that instead of “approving” the finance report if they can change the language to “accept” or “receive” the finance report.

A motion was made by Kay Christensen and seconded by Mark Howard to “accept” the financial report presented by Carson Howell. The motion passed unanimously.

President’s Report and Questions: President McIff started off by passing out goals that she and her cabinet members have set for the current school year. President McIff explained the goals, their importance, and ideas of how they might be accomplished. Goals on the list that have already been accomplished are marked off with an explanation of how they have been accomplished.

The Goals are listed as follows:

- A Medical Assisting Program to open on the Richfield Campus starting next fall.
- Funding for a Rural Studies Building.
 - If there is enough surplus money this year, the legislature might give Snow College enough to fund the Rural Studies Building. Snow College came in second in priority behind the University of Utah. The ask for the Rural Studies Building is around \$20 million. Snow College has about \$8 million in a holding account and will receive another \$8 million this next year. The latest construction estimate for the Rural Studies building is \$36 million. The square footage of the Rural Studies Building will be 45,000.
- Funding for Richfield student housing.
 - The latest update on Richfield Student Housing is, there is an option to hire a builder based in Price UT. Snow has looked into the financials and they would need about \$2 million to build the housing unit. The partnership would consist of Snow leasing the land and the Price builders maintaining and operating the property. Snow College would pay the revenue, therefore not being as much out of Snow College’s pocket. The Richfield Housing facility would be 125 beds.
- Maintain a high student success rate.
 - The student success rate is currently 80%, much higher than other Utah institutions. This means that students are either transferring successfully or graduating. If students do not graduate but transfer their credits to another institution their completion at Snow is counted as a success.
- Expand educational access for Latino students, the largest minority group within the surrounding six-county area.
- Support Snow College employees by ensuring they earn up to 90% of the market rate compared to other institutions of similar size and budget.

President McIff would like the Foundation Board to focus on Richfield housing and enrollment. She explained how Snow College is funded by the number of Utah high school graduates who choose to come to Snow College. Out-of-state student enrollment does not affect state funding. Kay stated a projection that in 2025 young adults attending college across the country will drop dramatically and asked for ideas for Snow College to avoid a nose dive in student enrollment.

The board discussed the Wade Estate gift and its stipulations which are, to award a scholarship to a music student, a math student, and a veteran. The remaining amount of the award was to help as many students as possible. The Wade Estate Gift was put into an endowment fund and the interest made off of the endowment will be used for scholarships. This amount is estimated to be around \$300,000 and won't be available until next year. A good year will see a 5% to 6% return, and 4% will be used for scholarships. Carson explained that he and Rob are encouraging the Financial Aid Office, Controller's Office, and the Advancement Office to work together to ensure that each office knows what money is coming in and how best to use it for scholarship availability and marketing to students.

Bruce suggested discussing the President's goals more in the next meeting and encouraged the board member to think of ideas to help the College fulfill these goals, particularly how to raise \$2 million dollars for Richfield Housing. Joe addressed the necessity to begin the Richfield Housing Committee and choose a chair for that committee.

Committee Updates: Bruce began the committee update by apologizing for the committee questionnaire not being ready before the last Foundation Board meeting and that it will be sent before the February meeting. If a board member already knows what committee they would like to be on they should let Yisel know after the meeting. Members are welcome to switch committees or be removed from one if currently serving on two, but all members should serve on at least one committee. The current committees are Scholarship, Urgent Care, Planned Giving, Richfield Housing, Nominating, and Finance.

Bruce suggested adding to the upcoming minutes a thank you letter to Janie and Roger from the Board Chair.

Bruce expressed his gratitude from the Foundation Board to Janie and thanked her for her many years of service in the Advancement Office and what a marvelous job she did. Brent Thorne handmade a little chair for Janie with a bear in a police outfit (Janie's husband is a Highway Patrolman) and a handmade bowl with treats.

A motion was made by Kay Christensen and seconded by Mark Howard to put in the Foundation Board Meeting Minutes and to write thank you letter to Janie Harris to thank her for all her work. The motion passed unanimously.

Executive Committee: Joe explained that at the next meeting, they are hoping to have a formal nominating committee process in place. One of the new members will be asked if they would join the Richfield Housing Committee and more members will be added from the current board to the housing committee. Brent Thorne suggested adding Scott Hyatt to the Richfield Housing Committee. Roger Thompson and Gail Albrecht volunteered to be part of the Richfield Housing Committee as well.

Scholarship Committee: Brent started off by saying that they have added three more members to the scholarship committee, these are Larry Pearson, Scott Hyatt, and John Ogden. The Richfield Scholarship Benefit Dinner that was held on September 28th raised just under \$18,000. There was a raffle and dinner

with all the food being paid for by Jeff Kahn. Two recipients that received the Native American Scholarship last year received it a second year. There are also two new recipients of the Native American Scholarship, one attends the Ephraim campus and the other attends the Richfield campus. The Richfield Dormitory provides free housing for the recipients. Brent explained the new director for the Invitational Tournament will invite some of the top high school teams in the nation to play at the Sevier Valley Center.

Planned Giving Committee: Bruce explained that with Janie leaving and the passing of Wallie, it has left only Mark and Bruce on the Planned Giving Committee. They will try to reorganize and revive the committee. Before Wallie passed, he intended to meet with Gail Miller's family advisor, John Sterling who runs the Miller Family Foundation. Michael shared that Gail Miller's husband, Kim Wilson, is his former law partner, and Michael will talk to the Miller family regarding where Wallie left off.

Urgent Care Facility Committee: Carson updated the board on the Urgent Care Facility. Plans are being organized and a draft agreement is currently in place. Snow College will review the plans before the agreement is signed.

Richfield City Potential Land Donation: Carson shared that Richfield City owns two acres of land near the Richfield campus and is willing to donate it to Snow College for the purpose of student housing. Carson explained it is an expensive option to build housing there because of the proximity to a canal and the need to extend utilities. The estimated worth of the property is a few hundred thousand. Bruce suggested getting an update and acquiring more information on the potential land donation to discuss at the next Foundation board meeting.

A motion was made by Kay Christensen and seconded by Brent Thorne to discuss/ consider and have an update on Richfield City Potential Land Donation for the next Foundation Board Meeting. The motion passed unanimously.

Upcoming Events: Yisel invited the board members to the President's Club Event to be held on December 2, 2022. The event is for donors who have given \$1,000 or more within the year. Foundation and Alumni Board members are also invited to the event. The event included a dinner and two tickets to the Snow College Holiday Music Spectacular concert.

Adjournment: *A motion was made by Kay Christensen and seconded by Roger Thompson to adjourn the meeting at 2:25 PM. The motion passed unanimously.*