

Snow College Foundation Board Meeting

Meeting Minutes

May 13, 2020

Members in attendance: Mark Jones, David Christensen, Bradley Cook, Jeff Kahn, Rusty Bastian, Carson Howell, Roger Thompson, Jim Tatton, Brent Thorne, Timothy Blackham, Beverly Nielsen, Mark Howard

Employees in attendance: Janie Harris, Tracie Semadeni

Members not in attendance: Ken Denos, Michael Carlston, Kay McIff, Leonard Blackham

Call to Order: The Snow College Foundation Board meeting was held on Wednesday, May 13, 2020 via Zoom meeting conferencing. The meeting was called to order by Mark Jones at 12:12 p.m.

Approval of Minutes: *A motion was made by Roger Thompson to approve the minutes of the March 4, 2020 meeting and was seconded by Tim Blackham. The motion passed unanimously.*

Foundation Board Recruitment: Mark Jones asked members to reach out to Tracie Semadeni with contact information for any potential Foundation Board members who might be interested and willing to join the Board.

Executive Director Position Update: President Cook expressed his appreciation for Rick Wheeler's assistance through the last school year filling in as Interim Executive Director of Advancement and Government Relations for Snow College. With COVID-19 complications, it has been difficult to fund this position. The funding that was originally appropriated during the last Legislative session for this next fiscal year has been put on hold. The College has to operate on the funding from the previous fiscal year for the time being. The funding for the Director position was set aside in the past fiscal year, but the worry is that the state may ask for additional budget cuts which could make it more difficult to fill the position. There are three potential budget cut proposals: 2 percent, 5 percent, or 10 percent. The College has decided to wait to see which level of budget cut will occur prior to filling this position. The position may be on hold consequentially until August or later this year. President Cook asked that if Board members know of anyone who they believe would be a good fit for the position of Executive Director, to reach out to the Advancement Office.

Urgent Care Facility Committee: Jim Tatton reported that the feasibility study required some additional funding to be completed in order for a request for proposal (RFP) to be submitted. Carson Howell stated that the feasibility study cost is \$21,000. There was approximately \$1,000 left from the previous study, which was applied to the current study. Carson stated that there were institutional funds found that can cover the remaining \$20,000. Carson added that the feasibility study would include the architectural drawings as well as instructions for what would need to occur to make the lower level of the Suites an urgent care facility. These instructions and drawings would be used to create an RFP.

Jim Tatton stated each organization that is interested in partnering with Snow College to create the Urgent Care Facility would create their own proposal. Each of the proposals would then be evaluated by the College and Urgent Care Facility Committee to determine which would be the best option.

Scholarship Committee Update: Brent Thorne reported that a donation of \$200,000 has recently been made toward nursing scholarships at the Richfield Campus. With this generous donation, the College needs approximately \$500,000 more to meet the \$5 million goal. A mailing campaign has also been started to help reach the goal by the deadline of December 31, 2020.

Tim Blackham stated that there has been some concern in reaching out and soliciting money given the COVID-19 crisis. If the College and Board members can identify those who are in a better financial position or those who have not been as severely affected, he believes these individuals would be responsive to helping the College reach the campaign goal. Roger Thompson agreed that some donors might be less affected or not affected by COVID-19 and more willing to assist students who may need the money more so now than ever.

President Cook stated that prior to COVID-19, there was going to be one final push to try and reach the goal of \$5 million. This would have been a multifaceted approach including a mailer, emails, and marketing on social media. These different approaches will now be adjusted to better target those who would be in a better position to help. Janie confirmed that the mailing campaign was fully ready to be sent out with a direct ask for donations to complete this goal. This mailer also highlighted Snow College being ranked number one in student success. Now the message is being adjusted to address how the College is planning to assist students through this difficult time. The physical mailing and email campaigns will be sent out at a later time, after approval from the Scholarship Committee is received.

Mark Howard added that he recently donated approximately \$36,000 to Snow College in the form of a life insurance policy on his wife who passed away the previous month. He said that \$10,000 will go toward football but the remaining \$26,000 may go toward scholarships to help the College reach their goal. Once COVID restrictions are lifted, he will meet with President Cook and the Advancement Office to determine where to allocate the money. The Board expressed their condolences and appreciation to Mark for his generosity during this difficult time.

Fundraising Priority Updates & Assignments: President Cook stated that this is a follow-up regarding the presentations various guests gave at the last Foundation Board Meeting regarding fundraising priorities at the College. Tracie Semadeni added that there was a signup sheet along with the summary of each presentation included within the last email sent to the Board. She then notified Board members what they signed up to help with at the last meeting.

President Cook informed the Board that the Mormon Pioneer Heritage Festival that was presented on previously will not be possible this year due to COVID-19. Jeff Kahn added that the golf tournament fundraiser for the Music Department in September has also been cancelled due to COVID-19 and will be rescheduled for next year. Jeff Kahn continued that on August 9, 2020, a chalk art event is still planning to be held to fundraise for the Music Department.

President Cook asked the Board if they felt it was too soon to start asking individuals to donate toward the fundraising priorities. The Board expressed that if research is done to find the correct people that have not been as affected severely by the COVID-19 crisis, then it would be appropriate to continue reaching out to individuals. Mark Howard stated that he would be willing to assist with the Athletics Department fundraising priorities. President Cook stated he would work on the bus for the Athletics Department as he thinks partnering with Vivint would be a perfect fit as their colors are orange like Snow College. Rusty Bastian agreed to assist in finding companies who might be interested in sponsoring the floor at the SVC in Richfield.

Mark Jones shared that he had done some research regarding obtaining a recruiting vehicle for the Athletics Department. The company, Horsepower, has increased the price to lease a vehicle to \$4,500 per year, but this could potentially be negotiated. The College would be paying \$4,500 get a brand-new vehicle such as an SUV, and the only other expense would be the insurance, oil change, and gasoline.

The vehicle can be driven up to 32,000 miles, or for one full year before it would need to be returned. Mark suggested having someone pledge to donate the amount needed to cover the annual fee required to cover the fee for the vehicle.

President Cook suggested that the Advancement Office could reach out to Board members who have signed up to help with the priorities, to brainstorm which companies or individuals to approach. If it is determined that there is not a company or individual that the Board knows that could be approached at this time, that item can be re-evaluated at a later time. President Cook stated that if Board members are hesitant to reach out to people themselves, he is willing to approach them. If Board members can help set up introductions, he is willing to do the leg work.

Approval of Finance Report: Carson Howell shared that the College's endowment investments took a large hit once COVID-19 started. The College started with \$10.6 million in returns at the beginning of the fiscal year, which has dropped to \$9.3 million as of March. He stated that when he last checked, the investments were at approximately \$9.5 million. He added that the Dow Jones is down by 600 points at the moment, which changes on a daily basis, as the market is very fluid. The best thing the College can do at this point is wait the market out in hopes that the economy and investments will improve.

During the legislative meeting, held prior to the Foundation Board meeting, it was decided that there will be separate subcommittee meetings from May 26 - 29 to discuss the budget cut scenarios of 2, 5, and 10 percent. Their findings will then be submitted during the interim meetings held in June. The revenue for the current fiscal year is anticipated, at the worst, to be down about \$600 million. If that is the case, funds already appropriated for buildings in higher education might be revoked or cut significantly. Carson stated that as Snow College was not granted funds for buildings at the last legislative session, he believes that the College will not be as affected. Snow College may, however, have to cut spending on travel, office supplies, and student worker funds to make it through the budget cuts.

A motion was made by Mark Howard to approve the finance report and was seconded by David Christensen. The motion passed unanimously.

Travel Reimbursement: Jeff Kahn stated that the Board of Trustees has a travel reimbursement policy where members can be reimbursed for their travel or choose to redirect the money to an area within the College for another purpose. He asked the Board if this was something they would like to do for the Foundation Board. Tracie Semadeni stated that the reimbursement would come from the Foundation budget, as the Board does not have a designated budget, and members could choose to be reimbursed for their travel, redirect the funds toward an area in the College, or a combination of both options. Mark Howard stated that he would rather not have a travel reimbursement as he felt it was a privilege to serve on the Board and an opportunity to help the College. Board members agreed that there was not a need to have travel reimbursement.

President's Report: President Cook shared that for the Fall 2020 semester, enrollment of new students is up by about 150 more than the same time last year. Returning students, however, are not re-enrolling and enrollment is down significantly from last year. The College has launched the "Snow Cares" initiative to reach out to returning students and ask them how the College can help them. Thus far, the feedback has been that there is a lot of economic uncertainty in students' families and they are waiting to see if classes will be held online or in person. President Cook stated that Snow College plans to have face-to-face classes starting in August. Classes may be a little different at that time compared to how they have previously been, but in-person classes are planned. He added that it is important to let students know

that Snow College is moving forward, which will hopefully give them the confidence to start registering for classes. Carson Howell added that there is a calling campaign to reach out to each student who has not yet registered for classes to see how the College can help, to ensure they complete their FAFSA application and assist with their financial needs, and notify them that classes will begin as normal in the fall.

President Cook mentioned that there is a federal stimulus package called the CARES Act, in which Snow College was granted \$1.2 million to address student emergencies in relation to COVID-19. Carson Howell shared that the CARES Act is earmarked to help cover the costs students may have incurred switching to online classes in the Spring 2020 semester, as well as other emergencies. Students have to fill out an application, which is submitted to a committee to decide how much money the student may be reimbursed. Each student may claim up to \$1,000 of funding through this stimulus package. In order to qualify for the funding, students must be Title IV eligible and must have filled out their FAFSA application. Carson added that these funds also have to go directly to the students, whether or not they have an outstanding balance. How this money is spent is up to the students; the College cannot direct them to use it on an outstanding balance. The application deadline is still being developed but will potentially be in June. Carson stated that the funding must go to students who have not graduated, but were in school this previous year. Snow College has to spend the one-time \$1.2 million and will be generous in giving these funds to students. If at the deadline, there are funds still available, they may bump up the maximum amount students can claim.

Mark Howard asked how social distancing will affect classes and if there are any classes that will be drastically impacted. President Cook replied that the College is looking for creative ways to help students stay safe while still taking the classes they need to graduate. For example, a Monday/Wednesday class may now become a Monday/Wednesday/Friday class. The College is planning to do group testing on a large scale prior to starting classes, have thermometers on hand, identify quarantine spaces, and ensure other safety precautions are in place. Classes may also be staggered a little more to allow time to clean each classroom after every class.

President Cook shared that Snow College was ranked the safest school in Utah for the year 2020, as well as the best college in America for student success.

The 2020 Commencement program was cancelled due to COVID-19; however, a virtual commencement message was shared. The College is also putting together graduation packages for each graduate. There were just under 2,000 graduates this year. President Cook expressed his gratitude for all faculty and staff who helped transition Snow College online and to all who went above and beyond to help students be successful. Tim Blackham stated that the virtual commencement ceremony was great to watch and was a success.

President Cook shared that Snow College now has its first national championship in the esports program. This was an especially great accomplishment, as this was the first year Snow College had participated in esports.

Other Business: Janie Harris informed the Board that Homecoming will occur on October 23 and 24. It should follow the same format as in years past with the football reunion on Friday, October 23, and all other events on Saturday, October 24. All Board members are invited and will receive more information as events are planned.

Adjournment: *The motion to adjourn the meeting was made by Tim Blackham and was seconded by Mark Howard at 2:00 p.m. The motion passed unanimously.*