



**Foundation Board of Trustees Meeting**  
**Monday, July 18, 2016**  
**10:30 a.m. – EASTERN Seminar Room**

**Members Present:** Tom Allen, Roseann Nyiri, Linda Heiberger, Cynthia Rotelle, Steve Seu, Chris McDermott, Susan Hoffman

**EASTERN Staff Present:** Amy Shields, Joe Greb

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1. Meeting was called to order at 10:45 a.m. by Roseann Nyiri.
2. **Review and Approval of Minutes – April 28, 2016**  
Roseann asked for a motion to approve the April 28, 2016 minutes. Steve Seu made the motion to approve, and Cindy Rotelle seconded the motion. The motion was unanimously approved by all members present.
3. **Approval of Financial Reports – Irene Dickinson**  
Roseann asked for a motion to approve the financial reports and list of bills. Chris McDermott made the motion to approve, and Cindy seconded. The motion was unanimously approved by all members present.

Roseann asked for a motion to upgrade our QuickBooks software with the move to Windows 10. This is a cost of \$350. Chris McDermott made the motion to approve. Sue Hoffman seconded the motion. The motion was unanimously approved by all members present.

4. **Review Previous Mailings**
  - 1) The mailings were reviewed the following plan of action has been developed:  
An email will be developed and sent out as a follow-up to the letters we sent after Awards Night to the parents of award winners. The follow-up letter/email will include the new Foundation donation link. We will also attach the Foundation brochure with information on writing a check. Amy will develop initial draft and send to Roseann for further revisions. The deadline for this email is August 15.  
Some updates to the initial letter include in the email:
    - Change to \$57,000 and 150 students
    - Let them know we are still seeking support.
  - 2) A vendor letter will be developed asking for a contribution and an ad in the March 2017 Open House program. Tom Allen will have someone from the Business Office make follow-up calls for those vendors where we spent the most money.
  - 3) Contributors – A letter will be developed for former contributors.
5. **Development of an Annual Fundraising Plan - Targeted Groups**  
Tom noted five areas that are a great opportunity to grow:
  - 1) Alumni
  - 2) Local Businesses

- 3) Parents
- 4) Retirees
- 5) Vendors

He suggested a campaign, timeline and follow-up procedure for all five groups.

Steve and Roseann have agreed to address the staff during the September 1, 2016 In-service at 2 p.m. Their plan is to promote \$5 to \$10 per pay with payroll deduction. This could equate to less Starbucks coffee per week.

### **Parents Night**

- Amy will update the Giant A+ Rewards letter for Parents Night, to be held September 20, 2016 at 7 p.m. Giant allows us to re-register on August 15, 2016.
- We will display a Foundation table in the lobby with a TV screen looping a PowerPoint of Awards Night photos listing the award names associated with each photo. This will also run in the Seminar Room before the Classmate presentation. Amy placed a TMS request on 7/18/16.
- A Foundation representative will hand out updated solicitation letters at Parents Night as parents enter the Seminar Room for the Classmate presentation.
- Foundation volunteers for Parents Night are: Roseann Nyiri, Chris McDermott, and Linda Heiberger
- The Foundation brochure will be sent out with the Parents Night letter per Tom Allen. Amy will have Michele put labels indicating that there is a donation link now on our website.
- Amy was asked to begin updates to the brochure for a future printing. Amy agreed to ask Proforma for free printing, but the Foundation Board members also agreed to approve printing costs. Linda Heiberger made the motion to approve the printing, Chris McDermott seconded the printing. The motion was unanimously approved by all members present.

### **Practical Nursing**

Steve asked if we have ever tapped into the Practical Nursing community since they benefit from Foundation awards. Tom Allen said that he will speak to Carol Duell about whether or not PN keeps an alumni directory.

### **Alumni**

Tom suggested that Amy place a monthly reminder on Facebook about the Foundation donation link. We have a large number of EASTERN Alum who follow our Facebook page and this would be a good way to reach them.

### **Vendors**

Cindy noted that the best time to reach vendors is before school starts – within the next couple of weeks.

Tom suggested that we update the solicitation letter and have the Business Office send them with PO's throughout the year.

The following verbiage will be added: "If you have supported the EASTERN Foundation in the past, thank you. If not, we hope you will consider helping us recognize our outstanding students. At the end of the school year we were able to give 56 Attendance Awards to EASTERN students. Not only is EASTERN providing the skills necessary for a successful career, but also promoting the importance of attendance at school and in the workforce.

Please assist us in maintaining this high level of quality education by supporting the student awards program that recognizes our exceptional career and technical students."

Tom Allen suggested that these letters go to vendors in the **August/September** time frame, with follow up by a Business Office staff member in October.

*This letter will go to past contributors and the top 20 vendors.*

### **Retirees**

We would reach out to them with a paper mailing asking them what they have been up to and for their current email address.

This letter would build a case for their contribution, indicating that over the years our staff has contributed over \$10,000. We will also mention that there is a spot available on the Foundation Board.

### **Monetary Goals for Each Group**

Tom suggested the following goals for each group:

**Alumni** - \$1,000

**Local Businesses** - \$5,000

**Parents** - \$3,000

**Retirees** - \$1,000

**Vendors** - \$3,000

### **6. Meeting Dates:**

- September 26, 2016
- October 13, 2016 - Jerzees Fundraiser from 5 – 8 p.m. (no official meeting)
- October 24, 2016
- January 23, 2017
- March 30, 2017 – Mike's Bar and Grill Fundraiser from 5 – 8 p.m. Official meeting at 4 p.m. at Mike's