

### BOARD MEETING

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elephants
rock un from a sigle monolith

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Monday, June 29, 2015 | Microsoft Campus



#### Agenda

- Welcome and Approval of Minutes
- Scholar Spotlight
- 2015 Post-Graduation Survey
- Development & Advocacy Update and Discussion
- Program Updates
- Finance Update
- 2015-16 Work Plan and Key Deliverables
- Executive Session





## SCHOLAR SPOTLIGHT



Board Meeting | June 29, 2015



#### **Meet the Scholar**



Riley Germanis



Supporting the next generation of STEM & health care leaders

## PRESENTATION OF 2015 POST-GRADUATION **EMPLOYMENT** SURVEY

Board Meeting | June 29, 2015

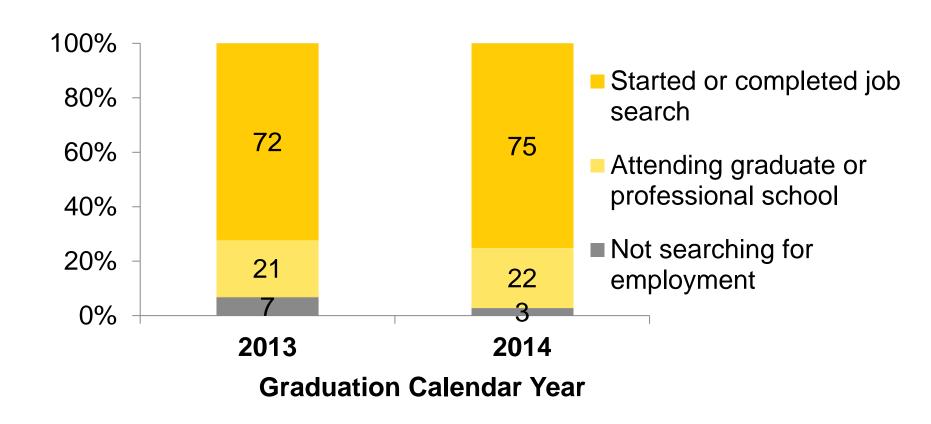
#### 2015 Post-Graduation Employment Survey



- Mid-March through early-April 2015
- 567 WSOS recipients who earned bachelor's degrees in calendar year 2014
- Nine months after graduation for June 2014 graduates
- 264 (47 percent) responded
- Representative sample based on gender, ethnicity and area of study

#### **Post-Graduation Plans**

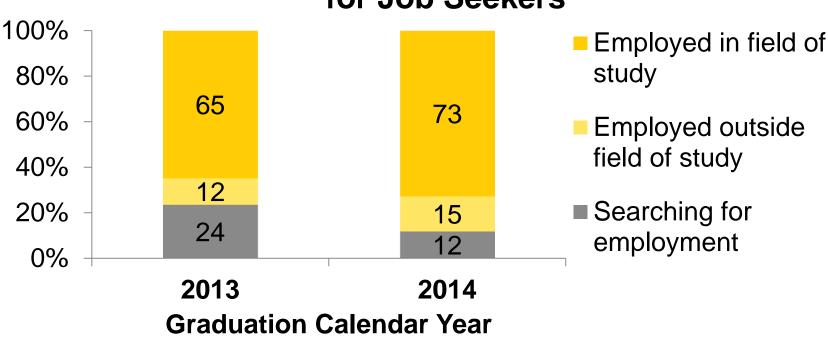




### Nearly Three-Quarters Employed in Field

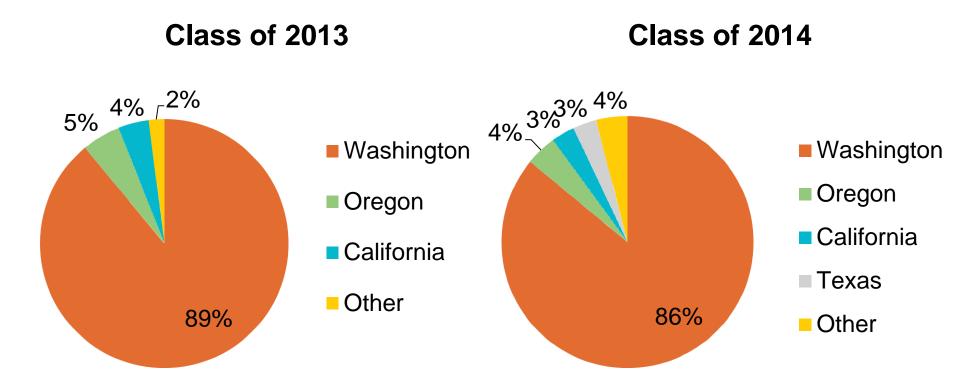






#### **Most Employed in WA**

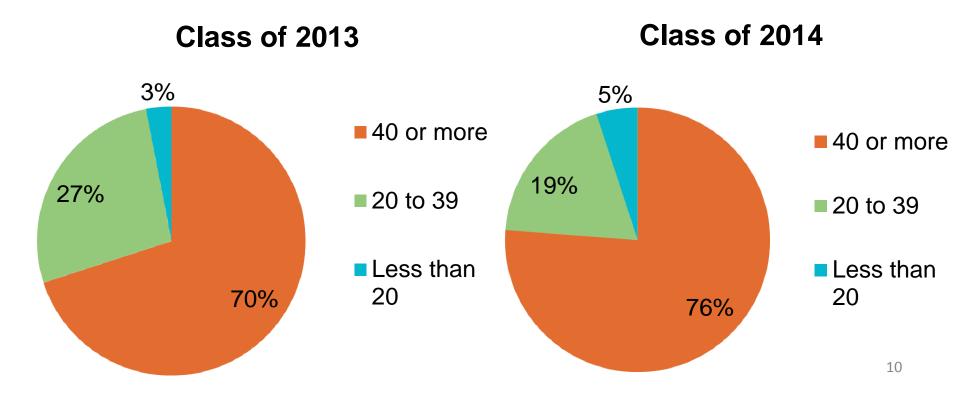




#### Over Three-Quarters Employed Full-Time



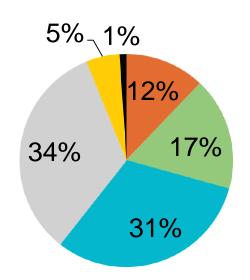
## Hours Worked Weekly of Graduates Employed in Field of Study



## Nearly Two-Thirds Earn \$40K-\$80K within 1 Year



#### **Annual Salary**

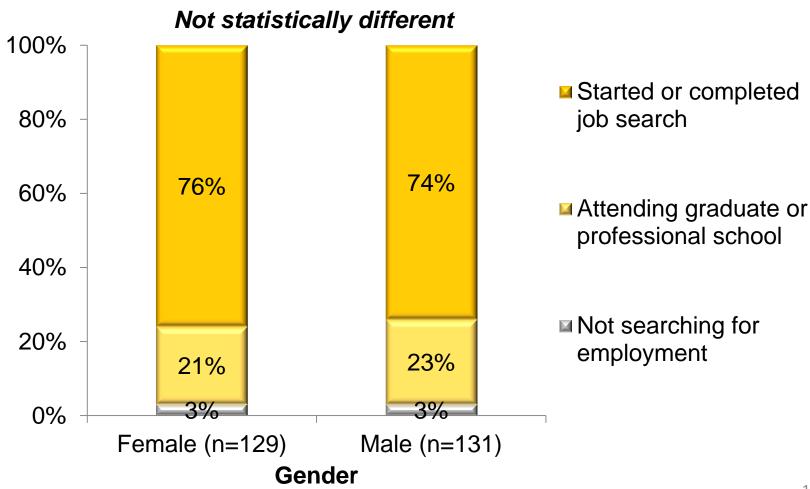


- Under \$20,000
- **\$20,000-\$39,999**
- **\$40,000-\$59,999**
- **\$60,000-\$79,999**
- **\$80,000-\$99,999**
- \$100,000 or more

Average starting salaries for 2014 STEM graduates nationwide range from \$33,200 to \$64,900.

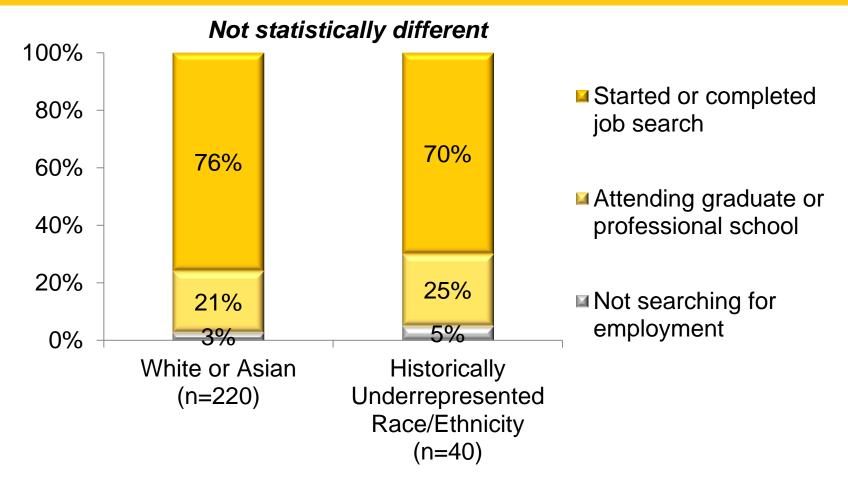
## Post-Graduation Plans by Gender





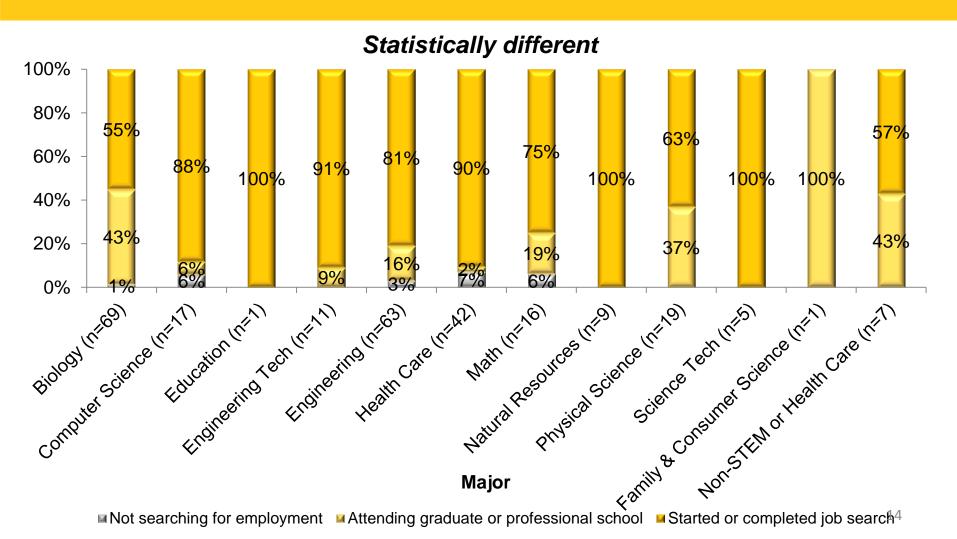
# Post-Graduation Plans by Race/Ethnicity





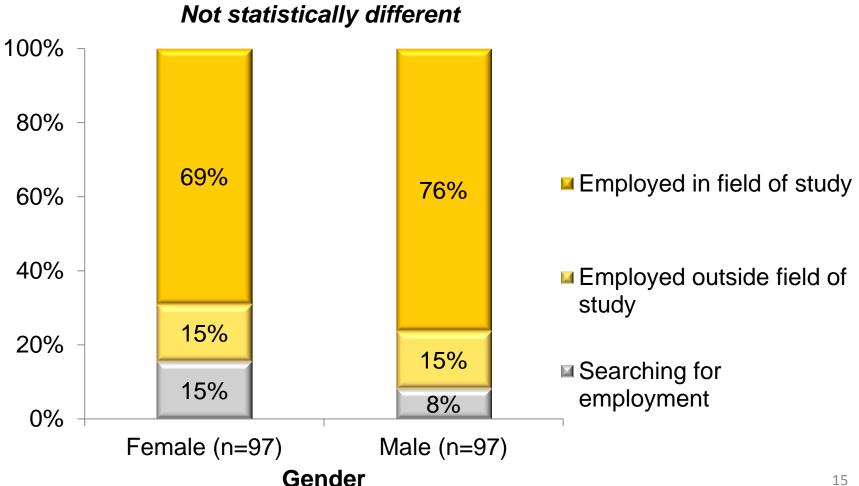
# Post-Graduation Plans by Major





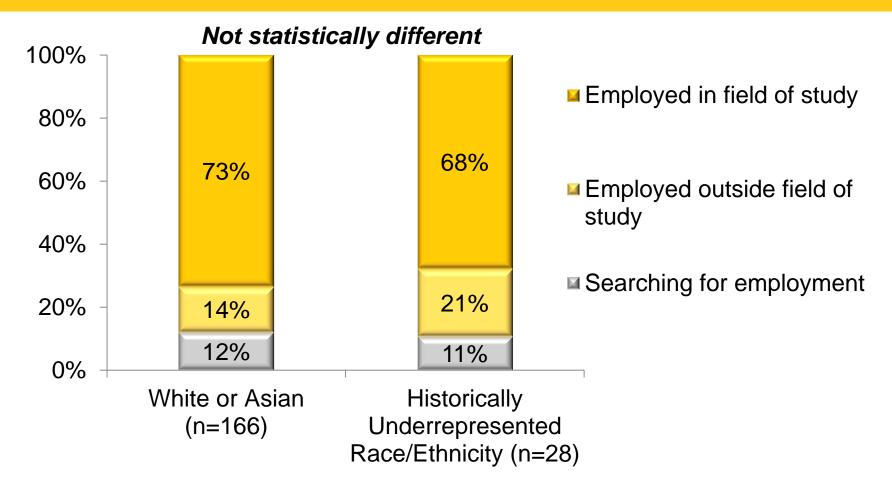
### **Employed in Field** by Gender





# **Employed in Field by Race/Ethnicity**

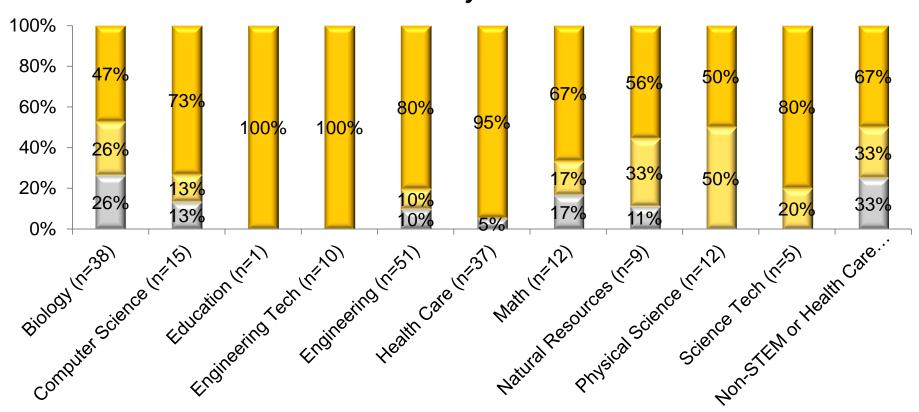




### **Employed in Field** by Major



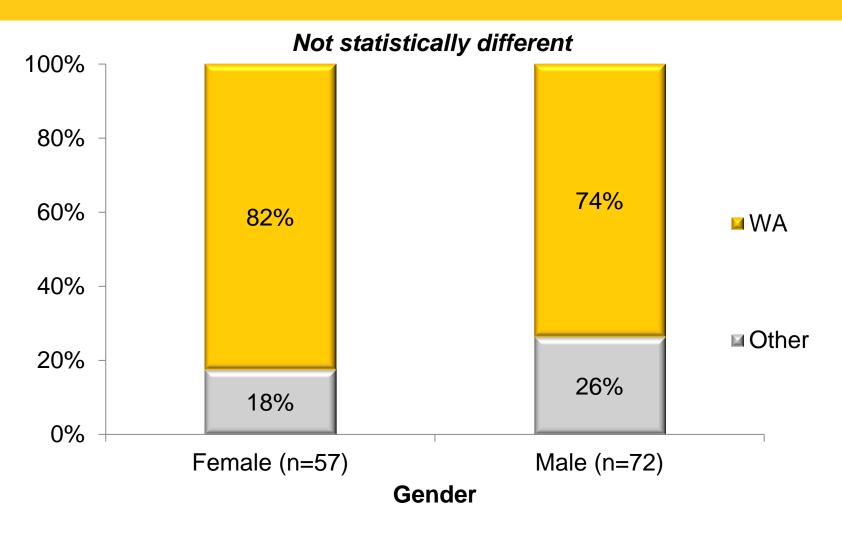
#### Statistically different



#### **Major**

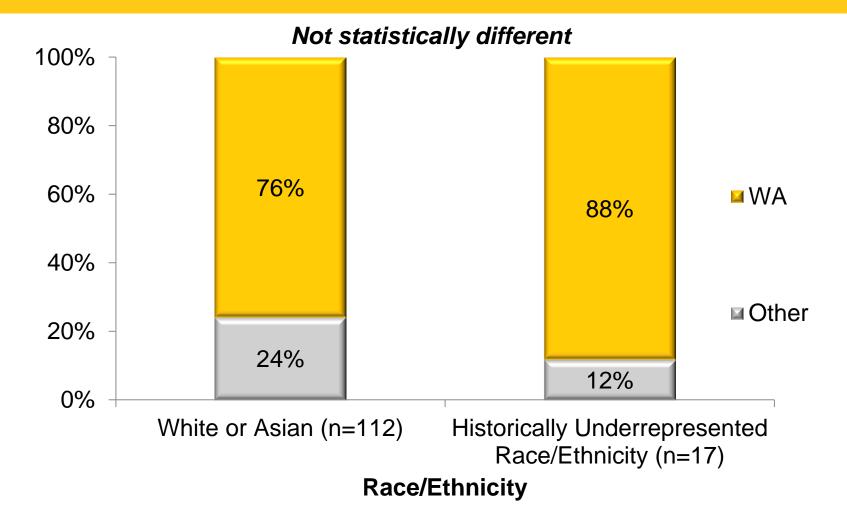
# Employed in WA by Gender





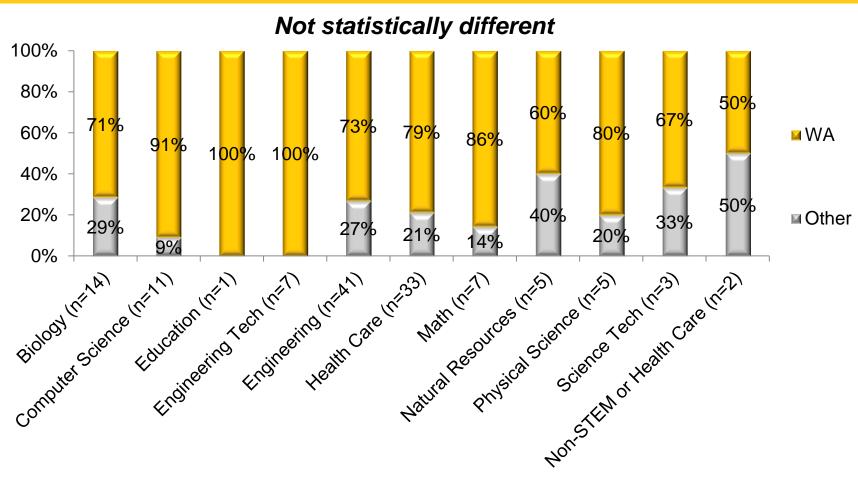
# **Employed in WA by Race/Ethnicity**





## **Employed in WA by Major**



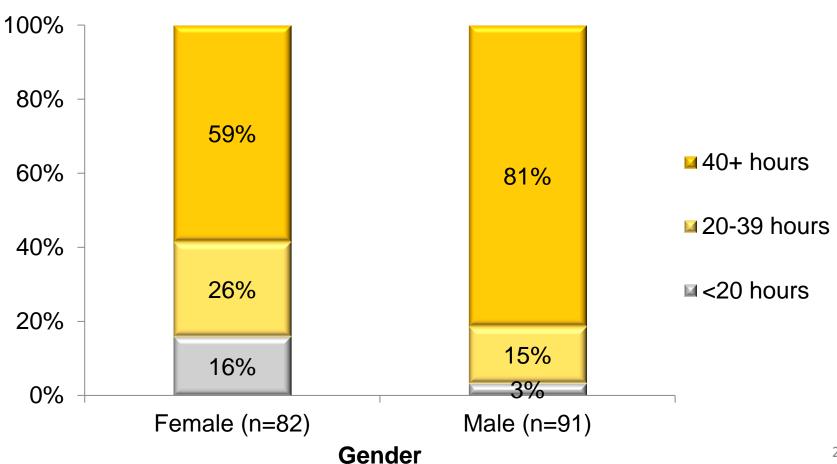


Major

## **Employed Full-Time by Gender**



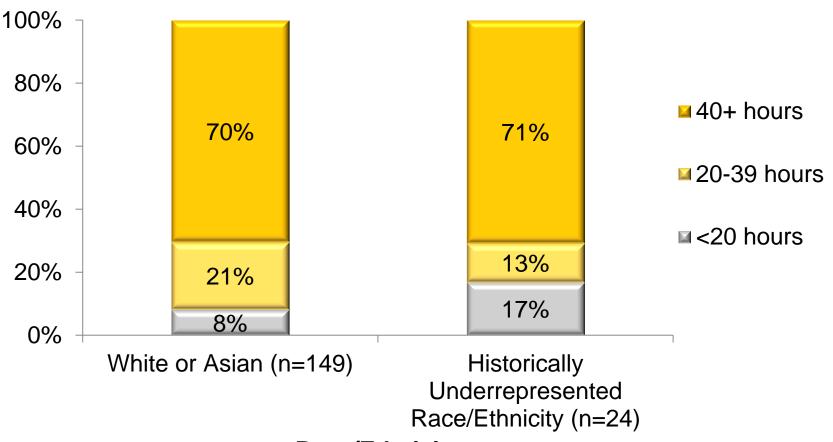




# **Employed Full-Time by Race/Ethnicity**



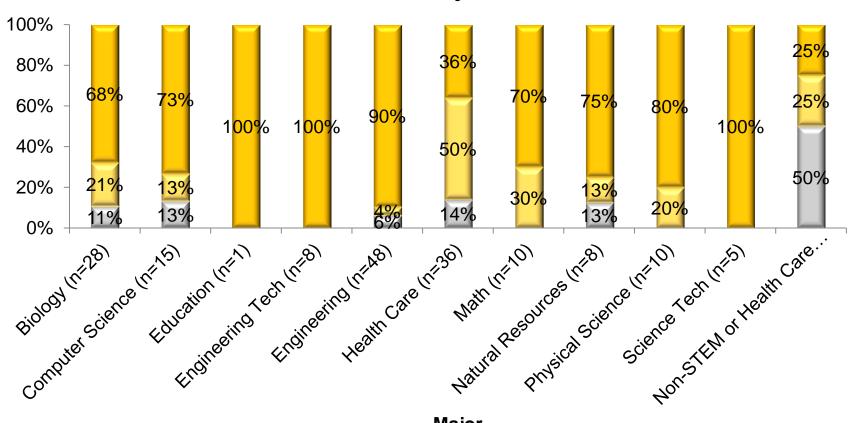




# **Employed Full-Time by Major**



#### Statistically different



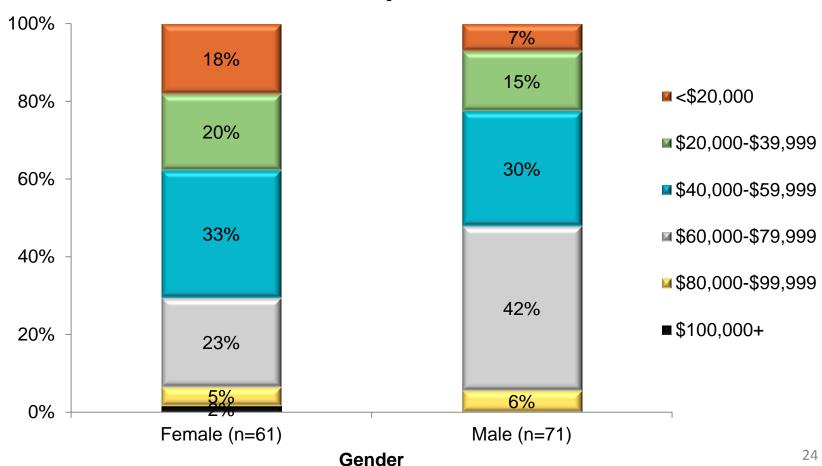
Major

■ 40+ hours

### **Annual Salary** by Gender



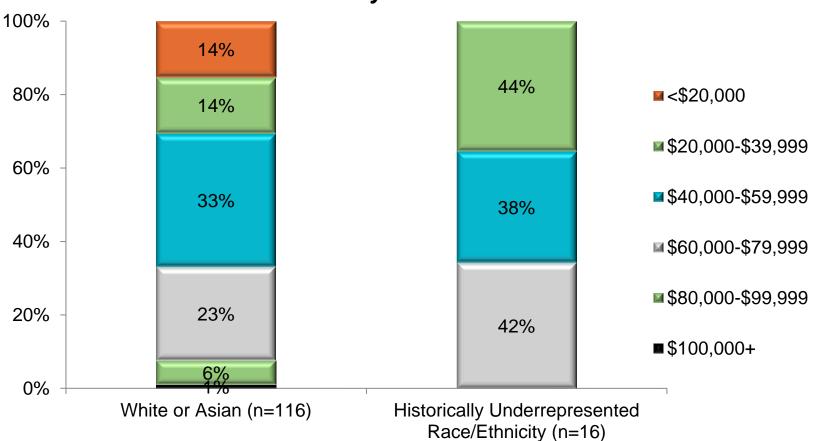
#### Not statistically different



## Annual Salary by Race/Ethnicity

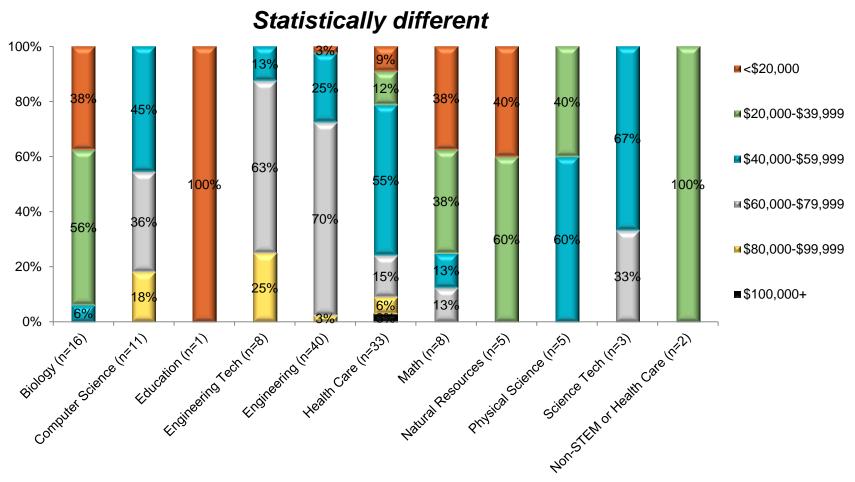


#### Statistically different



## Annual Salary by Major







## DEVELOPMENT/ ADVOCACY UPDATE & DISCUSSION

Board Meeting | June 29, 2015



#### **Recent Highlights**

- \$41M Raised since March 2015 Board Meeting
  - \$20M from Rubens Family Foundation
  - \$10M increase from Microsoft
  - \$11M Washington-based Family Foundation
- \$41 Appropriated for State Match in 15-17 Biennium







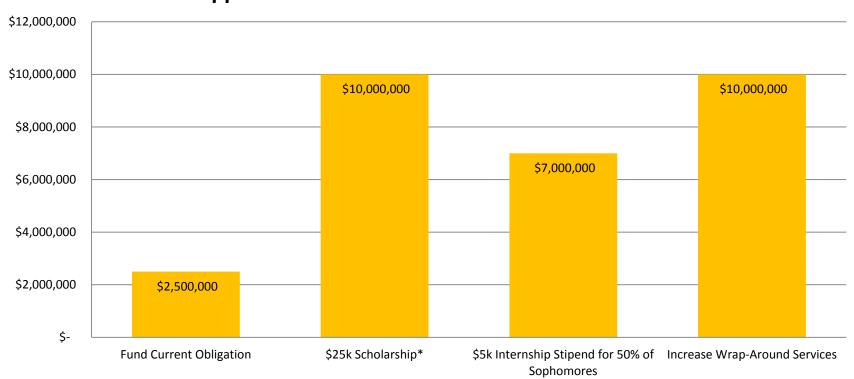
## ~\$5M needed to fully fund current scholarship obligation (\$2.5M in private; \$2.5M Public)!

	2015P	2016P	2017P	2018P	2019P	2020P	2021P	2022P	2023P	2024P	2025
Scholarship Account Account											
Beginning Balance	35,520,912	45,215,784	60,156,092	72,067,658	60,749,899	54,499,027	41,170,495	20,176,556	5,311,143	(1,633,117)	(4,499,819
Sources											
Contributions											
Private	10,476,268	16,320,000	18,320,000	-	5,000,000	5,000,000					
State Match (2014 Appropriated; 2015 on, projected)	12,500,000	12,500,000	10,000,000	10,000,000	10,000,000	4,000,000	-				
Investment Income	355,209	452,158	601,561	720,677	607,499	544,990	411,705	201,766	53,111	(16,331)	
Total Scholarship Fund Receipts	23,331,477	29,272,158	28,921,561	10,720,677	15,607,499	9,544,990	411,705	201,766	53,111	(16,331)	
Uses											
Scholarships	(11836605)	(12,427,250)	(14,972,072)	(20,000,514)	(19,820,449)	(21,523,522)	(20,055,643)	(14,167,179)	(6,497,371)	(2,700,371)	(482,764
Program Operations (WSOS and CSF, Marketing)	(1,800,000)	(1,904,600)	(2,037,922)	(2,037,922)	(2,037,922)	(1,350,000)	(1,350,000)	(900,000)	(500,000)	(150,000)	(50,000
TOTAL EXPENSE	(13,636,605)	(14,331,850)	(17,009,994)	(22,038,436)	(21,858,371)	(22,873,522)	(21,405,643)	(15,067,179)	(6,997,371)	(2,850,371)	(532,764
ENDING BALANCE	45,215,784	60,156,092	72,067,658	60,749,899	54,499,027	41,170,495	20,176,556	5,311,143	(1,633,117)	(4,499,819)	(5,032,583
											29

### Phase II Potential Program Expansion



#### **Approx. Additional Private Investment Needed**





# ACTIVITIES UPDATE



Board Meeting | June 29, 2015





#### What We'll Cover

- Program Activities
- Fundraising Events & Updates
- Media



## Program – Scholarship Awards & Renewal



- 1057 Scholars awarded in May; Welcomed with <u>WSOS</u> <u>informational video</u>
- 6 promotion events, presentations, sponsorships at STEM events convenings (full list available in material)
- 7 future-readiness events, including a Scholar field trip (full list available in material)



## Program – STEM Support



#### **Office Hours**

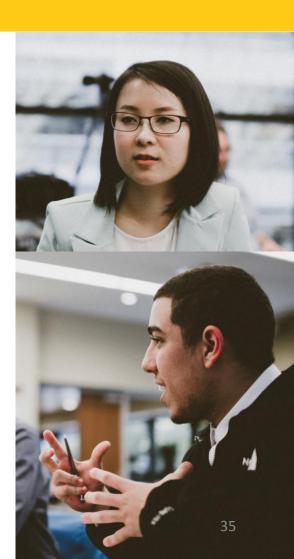
- Connect with WSOS program staff to receive support, coaching, advice, and make connections with campus resources and STEM professionals in a one-on-one setting.
- Nine Campuses (to date): UW Seattle, UW Tacoma, Seattle University, Gonzaga, Eastern Washington University, Pacific Lutheran University, Whitworth, Western Washington University and Central Washington University
- Annual Survey data anticipated to provide feedback on impact of the program

## Program – STEM Support



#### **Skills that Shine**

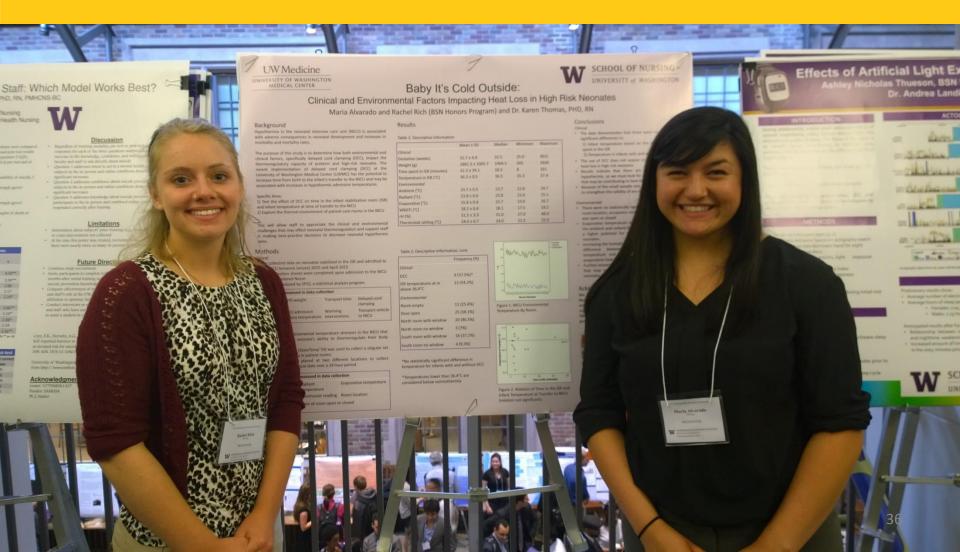
- Curriculum developed and presented pro bono by BCG
- Lecture/Panel/Networking
- All participants said they are likely to implement the tools and/or practices covered in this training.
- All participants said they are likely to follow-up with a peer or colleague from the training.
- Next session:
  - » Fall 2015 on Networking



# Program – STEM Support



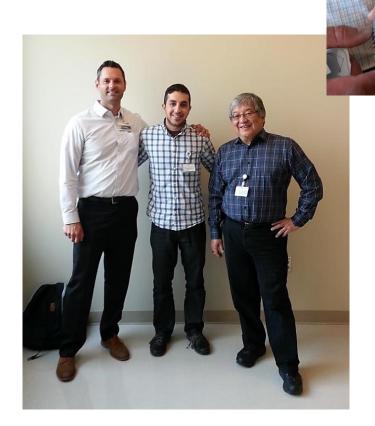
Supporting the next generation of STEM & health care leaders



# Program – STEM Support



At the invitation of Mike Wilson, **Mahdi** visited with the Spokane heart engineering team that developed the LVAD device



# Program – STEM Support



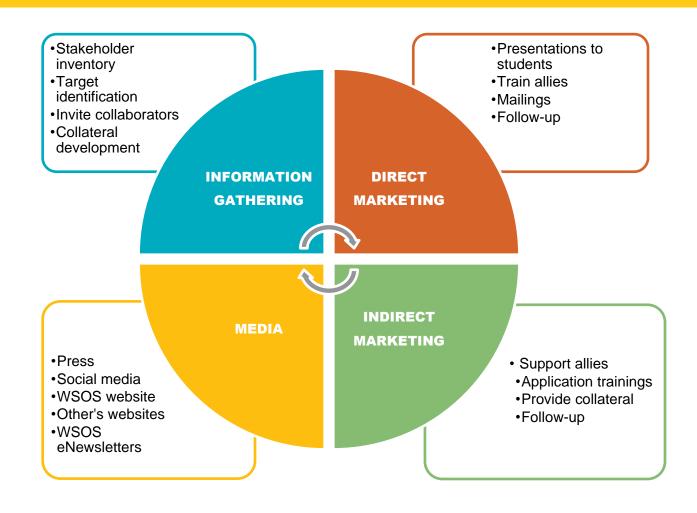
#### **Upcoming Programs**

- Meeting with students engaged in summer research placements and internships
- Rubens Welcome Picnic
- Fall Welcome Events
- 2016-17 Promotion Strategy



# Program – Cohort 5 Promotion Strategy





### **Fundraising Updates**



- Microsoft Give Campaign
  - Highlighted with Thrive and WA STEM on new Give Site
  - Presentation to Loaned Executives in August
  - Auction procurement committee



- Beneficiary of GeekWire and Bank of America's Geeks Give Back Campaign
  - Goal: Raise \$250,000
  - Highlight WSOS







#### Eat, Drink & Talk Tech – Update

- Co-Hosted by Brad Smith & Jane Park
- 60+ Attendees
- Tech Executives, Rising Stars and WSOS Scholars represented

# Eat, Drink & Talk Engineering & Aerospace

- July 21, 2015 at the Rainier Club
- Co-Hosted by Stan Deal & Miller Adams
- 50 Attendees





## **Fundraising Events**



#### OPPORTUNITY TALKS

TUESDAY, NOVEMBER 17, 2015

#### **EVENT GOALS**

- Raise awareness
- Celebrate successes
- Showcase partners

- Content rich TEDx style
- Theme: What's Your Why?
- Keynote: David Mead
- "Start With Why"
- Two Scholars share their "why"

#### ATTENDANCE GOALS

- Fill 341 seats = 31 tables of 11
- Scholar at each 12 top
- Table hosts BOD, ELC
- Guest profile: influencers and leaders with interest & capacity

Honorary Chair
Christine Gregoire

Event Co-Chairs
Kimberly Harris, PSE
Mary Knell, Wells Fargo

#### **EXECUTIVE LEADERSHIP COMMITTEE**

- Commit to sponsor
- Commit to host a table
- Currently at 13 members/ 12 companies
- Additional being courted



## Executive Leadership Committee

as of 6/29/15

- Mona Bailey, Education Consultant
- Marc Casale, BCG
- Patrick D'Amelio, Washington STEM
- Joe Gaffney, Dorsey & Whitney
- Stephen Graham, Fenwick & West
- Touré McCluskey, OKCoPay
- Matt Munson, Dev9
- Frank Mycroft, Booster Fuels
- Daniel Rossi, GeekWire
- Michael Schutzler, WTIA
- Stephanie Sprangers, GlamHive
- Kim Vu, Bank of America
- Gisella Walter, GlamHive
- Richard Wang, Coding Dojo
- Blair Washington, Virginia Mason

#### SPONSORSHIP GOALS

- Raise \$100,000 in corporate support
- Entry Level: \$2,500 Incentive Partner
- Top Tier: \$50,000 Title Partner
- Recognizing In-kind Partners

#### \$65,000 in Sponsorships Committed!



# Sponsorships To Date

as of 6/29/15

#### **Achievement Partners - \$15K**

Fenwick & West

#### **Inspiration Partners - \$10K**

- Boeing
- Wells Fargo
- GeekWire
- Bank of America

#### **Initiative Partners - \$5K**

- Boston Consulting Group
- Coding Dojo
- Empire Health Foundation

#### **BOARD ROLE**

- Sponsor OpportunityTalks
- Attend the event Tuesday, November 17
- Invite 10 industry leaders to fill your table

- "Partnership Proposal" in the mail & email
- Follow up by Erin Ashley
- Share with potential partners
- Messaging for email & conversation



# Thank you!



#### Media

- Media Coverage
- Spotlight: WSOS Grad feat. by WTIA
- Social Media
- E-communications







#### The Seattle Times



The Seattle Times

- Find Scholarships Across the U.S. to Support Low-Income Students
   U.S. News & World Report | Feb. 19
- Editorial: Preparing students to compete in a hightech job market
   The Seattle Times | Apr. 7
- Seattle angel investor Gary Rubens donates \$20M to Washington State scholarship program GeekWire | Apr. 21
- Woodinville investor gives \$20M to help 6,800 students get to college The Seattle Times | Apr. 25













- Woodinville investor gives \$20M to help 6,800 students get to college KING5 | Apr. 26
- Wash. Financier Gives \$20 Million to Scholarship Program
   The Chronicle of Philanthropy | Apr. 27
- Angel investor Gary Rubens wants successful founders to give back with new initiative GeekWire | May 18
- Microsoft's support for computer science education in Washington sees backing in signed House Bill 1813
   Microsoft WinBeta | Jun. 11

## **Spotlight: WSOS Grad**





I had applied for and been awarded the Washington State Opportunity Scholarship. I didn't know it at the time, but being a part of WSOS turned out to be the most beneficial support system I could imagine.

This tremendous support system truly helped me to grow as a person and provided me with invaluable career tools. The student support staff within WSOS really encouraged me to do more with my time in school and step out of my comfort zone. The program allowed me to participate in professional development events and make valuable connections to professionals in my field and the greater tech community who offered me their time, feedback and encouragement. These opportunities for exposure and advancement outside of the classroom were truly lifechanging and opened my eyes to the world. " Blog



#### Building the Future of My Dreams: A WSOS Scholar's Story

O June 11, 2015 ▲ William Hall □ Community News Q 0 Comments

Dreams can't come true unless you're awake. I guess sometimes we just need someone or something to wake us up. That was the case for me.

Many would call my path to college nontraditional. I like to think that most college students today have their own unique paths to higher education. We all have obstacles to overcome and goals that drive us to push forward. My story isn't about me but more about the people and resources that I had to support me along the journey 5 /



#### **Social Media**





Apr. 1-Jun. 12, 2015 1,277 followers Apr. 1, 2015 1,516 followers Jun. 12, 2015 **(+19%)** 

Total impressions (paid & organic): 102k



#### **Twitter**

Apr. 1-Jun. 12, 2015 877 followers Apr. 1, 2015 975 followers Jun. 12, 2015 **(+11%)** 

Total earned impressions: 26k





WCCIN

WCAN

@W\_CAN - Jun 1

#congratulations #graduates @uw @College\_Success @OppScholarship pic.twitter.com/WcsMx1NuuX





Jane Park

@JaneParkJulep · Apr 8

Amazing night of tech talk introducing the 
@OppScholarship which enables low 
income kids to get stem degrees 
pic.twitter.com/Rk3z1mfteA



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Supporting the next generation of STEM & health care leaders



#### **opportunityNews**

#### Bi-weekly e-newsletter

- Event highlights
- Upcoming campus and state events
- WSOS events, deadlines, reminders
- Scholar spotlights
- Interview with a professional
- WSOS and STEM in the news

#### Form to Renew or Increase Your Scholarship Available June 1

The time is almost here to complete and submit your WSOS Renewal/Update form. This form is **required**, even if you're not renewing because you're graduating or no longer meet scholarship criteria.



Completing this form will provide us with important information that will be crucial to help us best serve you and future students. Visit our website for more information about: Renewal Criteria, Award Amounts, Increasing Your Award to \$5,000 or \$7,500 per year. If you have any questions, please email us. The form is due July 1. You will receive a link to the form via email next week.

#### When Opportunity Knocks

Interested in connecting with professionals in your field of study? Want to add volunteer hours to your LinkedIn profile? There are awesome professional networking and volunteer opportunities ahead. If you are interested in attending, we may be able to help with registration costs, transportation or other help. Contact us at events@waopportunityscholarship.org.



#### Don't Miss:

Imagine Tomorrow Problem Solving Competition | Pullman May 29-30 Deadline for Meed Fair | Online May 31

"A" Game - Strategies for Academic Success | Pullman June 3 Washington Technology Industry Association: Women & Minorities in



## FINANCE UPDATE



Board Meeting | June 29, 2015



Comparison to same period LEV

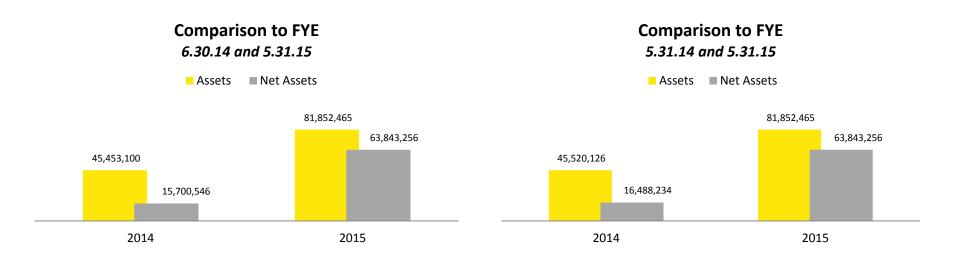
### **WSOS Balance Sheet**

	Comparison to FTE			Companson to same period LF1			
	6/30/14	% Change	5/31/15		5/31/14	% Change	5/31/15
<u>Assets</u>		_					
Cash	1,357,640	103%	2,754,512		1,248,180	121%	2,754,512
Investments	28,163,081	71%	48,151,632		23,158,274	108%	48,151,632
Pledges Receivable	15,932,379	94%	30,946,321		21,113,672	47%	30,946,321
Total Assets	45,453,100	80%	81,852,465	_	45,520,126	80%	81,852,465
Liabilities and Net Assets		_					
Accounts Payable	354,277	-45%	196,047		651,184	-70%	196,047
Scholarship Commitments	29,398,277	-39%	17,813,162		28,380,708	-37%	17,813,162
Total Liabilities	29,752,554	-39%	18,009,209		29,031,892	-38%	18,009,209
Total Net Assets	15,700,546	307%	63,843,256		16,488,234	287%	63,843,256
<b>Total Liabilities and Net Assets</b>	45,453,100	80%	81,852,465		45,520,126	80%	81,852,465

Comparison to FYF



#### **WSOS Balance Sheet**







	Eleven Mon	Eleven Months Ended May 31, 2015		
	Actual	Budget	Variance Fav (Unfav)	Annual Budget
Revenue				
Private	20,924,105	9,166,667	11,757,438	10,000,000
State Match	25,000,000	25,000,000	-	25,000,000
Investment Income	731,681	727,782	3,899	793,944
Total Revenue	46,655,786	34,894,449	11,761,338	35,793,944
Expense				
Scholarship	8,791,284	10,667,731	1,876,448	11,637,525
Salaries and Benefits	404,360	663,679	259,318	724,013
Program Other Direct	337,508	256,207	(81,301)	279,499
Allocated Indirect Overhead	-	131,368	131,368	143,311
Professional Fees (CSF)	565,039	741,784	176,745	809,219
Total Expense	10,098,192	12,460,770	2,362,578	13,593,567



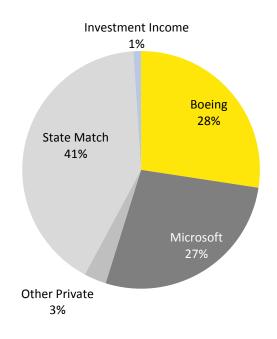
### **WSOS Cash Flow**

	In	ception - May 31, 2015	
	Scholarship	<b>Endowment</b>	<u>Total</u>
<u>CASH FLOW</u>			
Cash Inflows:			
Boeing	10,000,000	10,000,000	20,000,000
Microsoft	20,000,000	-	20,000,000
Other Private	1,740,433	470,764	2,211,197
State Match	24,000,000	6,000,000	30,000,000
Investment Income	520,417	233,442	753,859
Total Cash Inflows	56,260,850	16,704,206	72,965,056
Cash Outflows:			
Scholarships	(17,474,819)	-	(17,474,819)
Program Administrator and Marketing	(4,522,106)	201	(4,521,704)
Total Cash Outflows	(21,996,925)	201 _	(21,996,523)
Net Cash Flow Inception-To-Date & Balance of Cash & Investments			
November 30, 2014	<u>34,263,925 -</u>	16,704,407 -	50,968,533

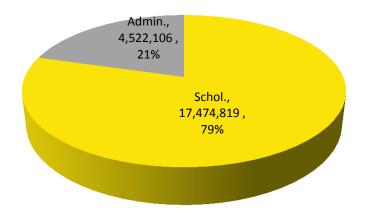


#### **WSOS Cash Flow**

Inflows
Inception through May 31, 2015

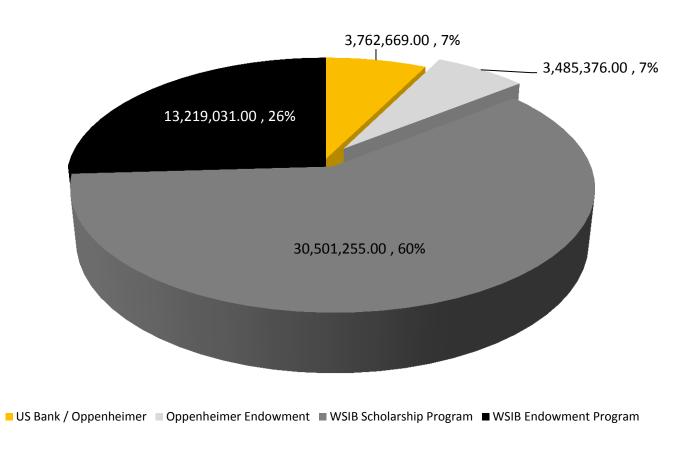


Outflows
Inception through May 31, 2014





### **Distribution of Funds**





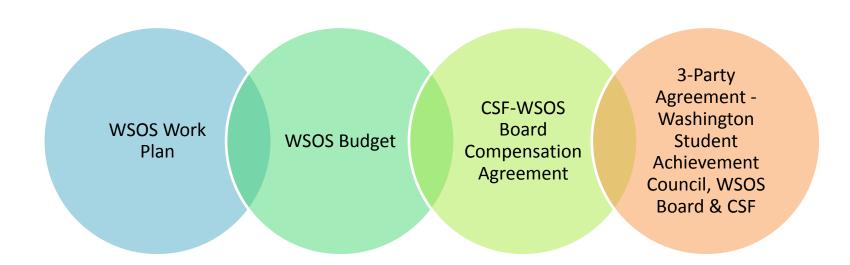
# FY16 WORK PLAN, BUDGET & CSF SCOPE OF WORK



Board Meeting | June 29, 2015

# What are the various pieces?







#### **FY16 Work Plan**

#### **Overall Goals:**

- Promote the Scholarship to a wide range of potential Scholars;
- Design and deliver STEM Support Services to WSOS Scholars that meet the diverse needs of our Scholar population;
- Raise private support and investments from industry leaders, cornerstone families, and major donors, and secure state match for all private investments; and
- Increase public awareness of WSOS, its Scholars, and its impact.





## **FY16 Proposed Budget**

### Highlights for FY16

- Total Scholarship Liability \$13.5M
- Non-Scholarship Program Expenses
  - » Total: \$1.79M (\$1.95 in FY15)
  - » WSOS Personnel: \$747K
  - » CSF Program Fee: \$3K
  - » CSF Administrative Overhead:\$234K

REVENUE	16P	roposed
Private Contributions	\$	10,000,000
Event Sponsorships & Contributions	\$	500,000
Washington State Match	\$	17,000,000
REVENUE TOTAL	\$	27,500,000
Scholarships	16P	roposed
SCHOLARSHIP EXPENSE SUBTOTAL	\$	13,493,962
WSOS Personel		16Proposed
PERSONNEL SUBTOTAL	\$	746,700
Program Administration Fee - College Success	16P	roposed
PROGRAM ADMIN - CSF SUBTOTAL	\$	393,000
PROGRAM EXPENSES	16	Proposed
Overhead on CSF staff		N/A
Overhead on WSOS staff		N/A
Program Expenses	\$	174,280
Administrative Expenses	\$	105,100
Development/Advocacy Expenses	\$	145,500
PROGRAM EXPENSES SUBTOTAL	\$	424,880
TOTAL Non-Scholarship Program Expenses	\$	1,564,580
CSF Operating Expenses	\$	234,687
TOTAL Program & Operating Expenses	\$	1,799,267
TOTAL EXPENSES	\$	15,293,229
DIFFERENCE	\$	12,206,771



## **CSF Scope of Work**

- Clarity of relationship between CSF, WSOS Board and WSOS Staff
- Clear deliverables for CSF
  - » Administrative Support to WSOS Staff
  - » Scholarship Promotion and Selection
  - » Research and Evaluation
  - » Advocacy and Development Support
  - » Operations & Occupancy





## EXECUTIVE SESSION

Board Meeting | June 29, 2015



# **UPCOMING** MEETINGS AND **CLOSING** REMARKS



Board Meeting | June 29, 2015



## **2015 Meeting Dates**

Wednesday, September 23, 2015
Tuesday, December 15, 2015
1:00-3:00pm at Microsoft



## BOARD MEETING

Monday, June 29, 2015 | Microsoft Campus