



Supporting the next generation of STEM & health care leaders

# BOARD MEETING



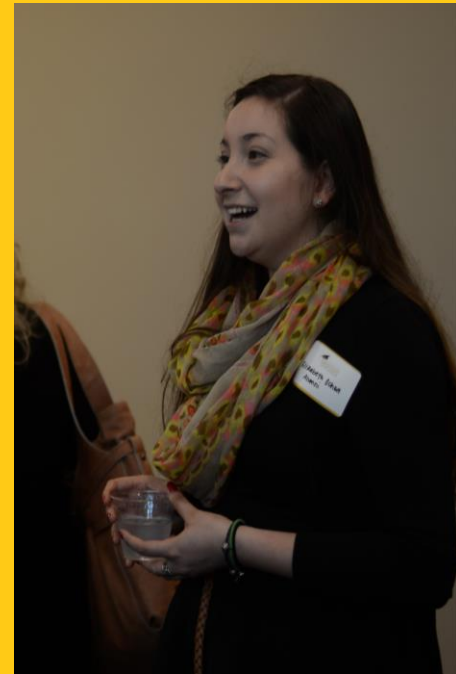
December 18, 2014

# Agenda



- Welcome and Approval of Minutes
- Scholar Spotlight
- Presentation of 2014 Legislative Report
- Private Fund Development
  - » Presentation: Landscape for Higher Education & Scholarship Fundraising
  - » WSOS Working Development Plan & Recent Updates
- Activities Update
- Finance Update
- Year in Review & 2015 Meeting Dates

# SCHOLAR SPOTLIGHT



Board Meeting | December 18, 2014

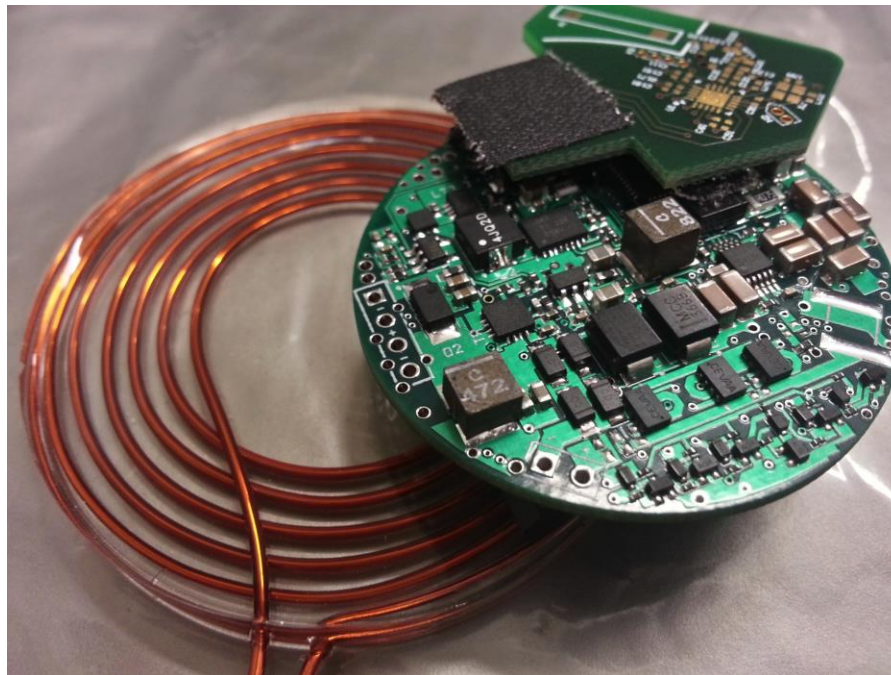
# Meet the Scholar



Mahdi  
Ramadan

# Mahdi's Research

## Optimization of Wireless Power Delivery to Implanted Medical Devices



# Meet the Scholar



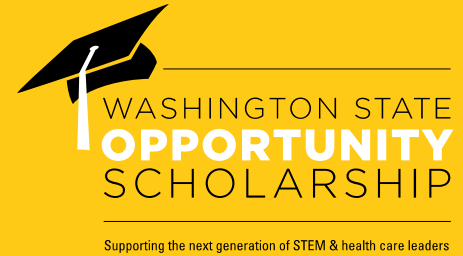
Huong  
Vo

# 2014 LEGISLATIVE REPORT



Presented by Kelly Bay-Meyer, Senior Research & Evaluation Officer (CSF) at the WSOS Board Meeting | December 18, 2014

# 2014 Legislative Report Agenda



- New Additions
- Findings
- Future Directions
- Q&A



# NEW ADDITIONS



## 2014 Legislative Report

# New Additions

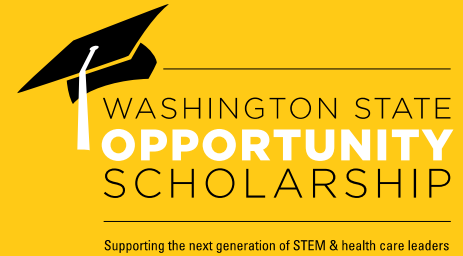
- Hired external consultant to design report template which CSF now owns for future years.
- Inclusion of letter from the Executive Director.
- Student spotlight sections.
- New “policy-focused” findings section to highlight trends to discuss program impact. Used this year to highlight post-graduation employment trends.

# FINDINGS



## 2014 Legislative Report

# Eligible Majors

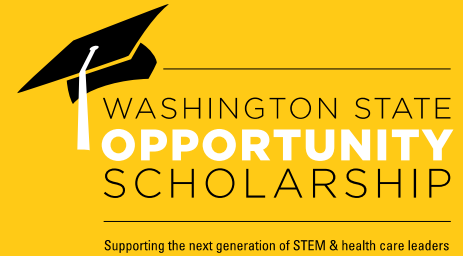


- To date, nearly three-quarters of selected scholars have indicated a desire to pursue a bachelor's degree in the field of health care, engineering or biology.

**TABLE 1:** Categories of Majors Approved by WSOS Board and Number of Scholars Selected by Cohort and Major Originally Identified in Scholarship Application<sup>1</sup>

CATEGORIES OF APPROVED MAJORS	COHORT 1		COHORT 2		COHORT 3		TOTAL	
	#	%	#	%	#	%	#	%
Health Professions & Related Programs	829	27%	254	33%	272	35%	1,355	29%
Engineering, Engineering Technologies & Engineering-Related Fields <sup>2</sup>	743	24%	197	25%	179	23%	1,119	24%
Biological & Biomedical Sciences	595	20%	159	20%	170	22%	924	20%
Computer & Information Sciences & Supportive Services	315	10%	49	6%	59	8%	423	9%
Physical Sciences	180	6%	46	6%	25	3%	251	5%
Mathematics & Statistics	143	5%	23	3%	19	2%	185	4%
Multi/Interdisciplinary Studies <sup>3</sup>	83	3%	17	2%	16	2%	116	3%
Natural Resources & Conversations	73	2%	13	2%	12	2%	98	2%
Agriculture, Agriculture Operations & Related Sciences	25	1%	3	0.4%	16	2%	44	1%
Education <sup>4</sup>	14	0.5%	15	2%	13	2%	42	1%
Science Technologies/Technicians	3	0.1%	2	0.3%	1	0.1%	6	0.1%
Other <sup>5</sup>	42	1%	0	0%	0	0%	42	1%
<b>GRAND TOTAL</b>	<b>3,045</b>	<b>100%</b>	<b>778</b>	<b>100%</b>	<b>782</b>	<b>100%</b>	<b>4,605</b>	<b>100%</b>

# Applicants- Cohort 3

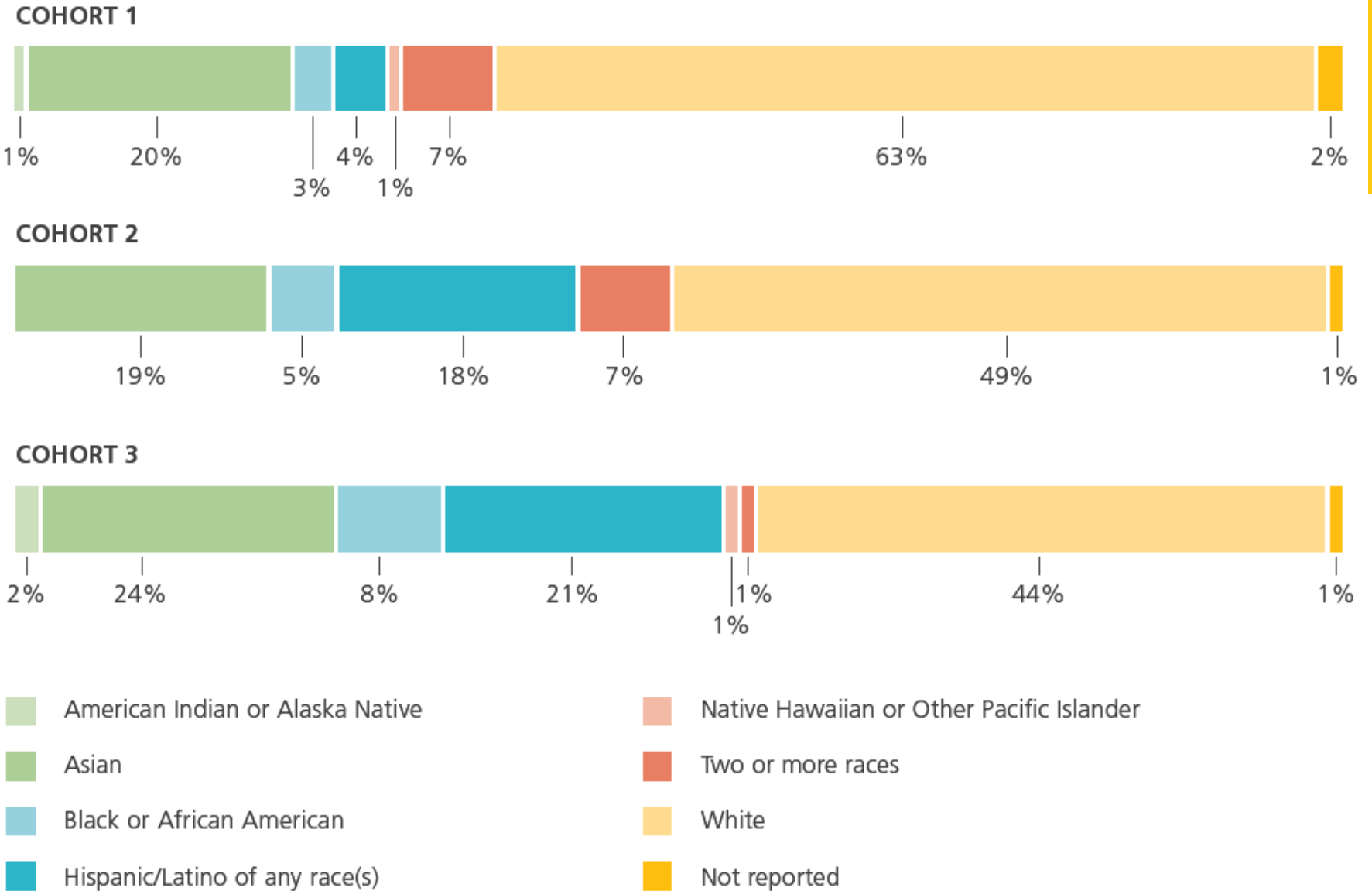


- 1,507 students submitted applications to join WSOS Cohort 3.
- Of those, 917 students met the eligibility requirements for the scholarship.
- Eligible applicants came from every county except Garfield, San Juan and Skamania.
- Over half (60 percent) of eligible applicants were female.
- Over half (53 percent) self-identified as students of color.

# Participants- Cohort 3

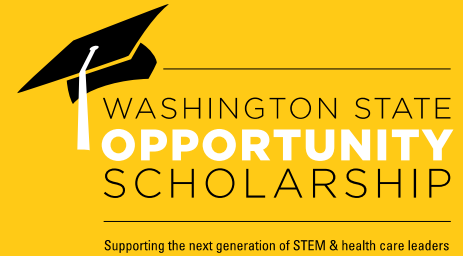
- Of the 917 eligible applicants from the third year, 782 were selected for Cohort 3.
- 739 Cohort 3 scholars are anticipated to enroll full time during the 2014–15 academic year.
- 62% of Cohort 3 scholars are female.
- 55% of Cohort 3 scholars identify as students of color, compared to 50% of Cohort 2 and 35% of Cohort 1.

## GRAPHIC 2: Race or Ethnicity of Scholars by Percent





# Awarding



- 2,289 Cohort 1, Cohort 2 and Cohort 3 scholars are projected to enroll in college full time for the 2014–15 academic year.
- 1,425 are eligible to receive up to \$2,500
- 322 are eligible to receive up to \$5,000
- 542 are eligible to receive up to \$7,500 over the course of the academic year

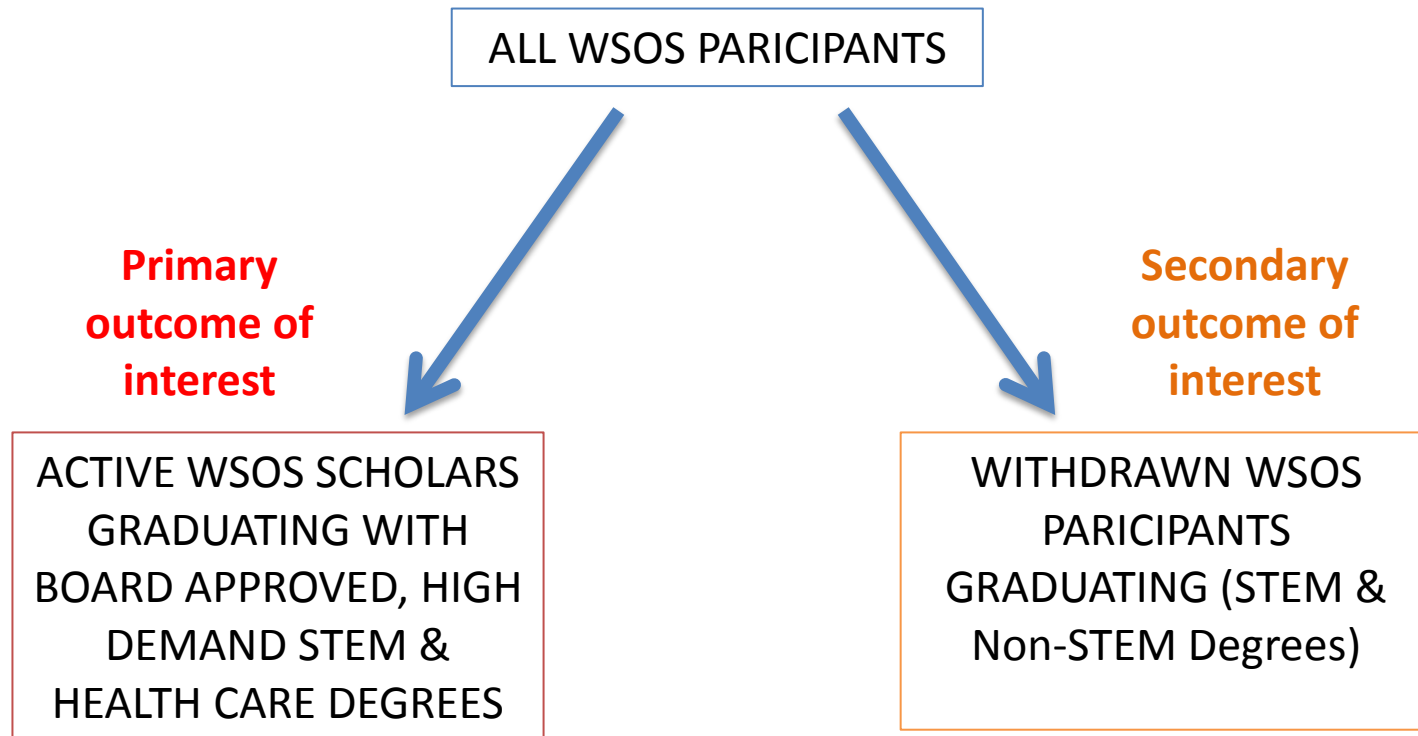
# Renewals

- 596 Cohort 2 scholars (83%) have either graduated or are re-enrolled for the 2014–15 academic year.
- Of the 17% of Cohort 2 scholars who did not graduate or renew their scholarship, most (46%) indicate that they are now pursuing an ineligible college major or did not complete any STEM or health care coursework in the previous year.

# Graduation Data

- 996 scholars who ever received funding have earned a bachelor's degree, with 903 of these in STEM or health care.
- In subsequent years, graduation data will be provided separately for active WSOS participants and for those who withdrew from the program (with the exception of Cohort 1 participants).

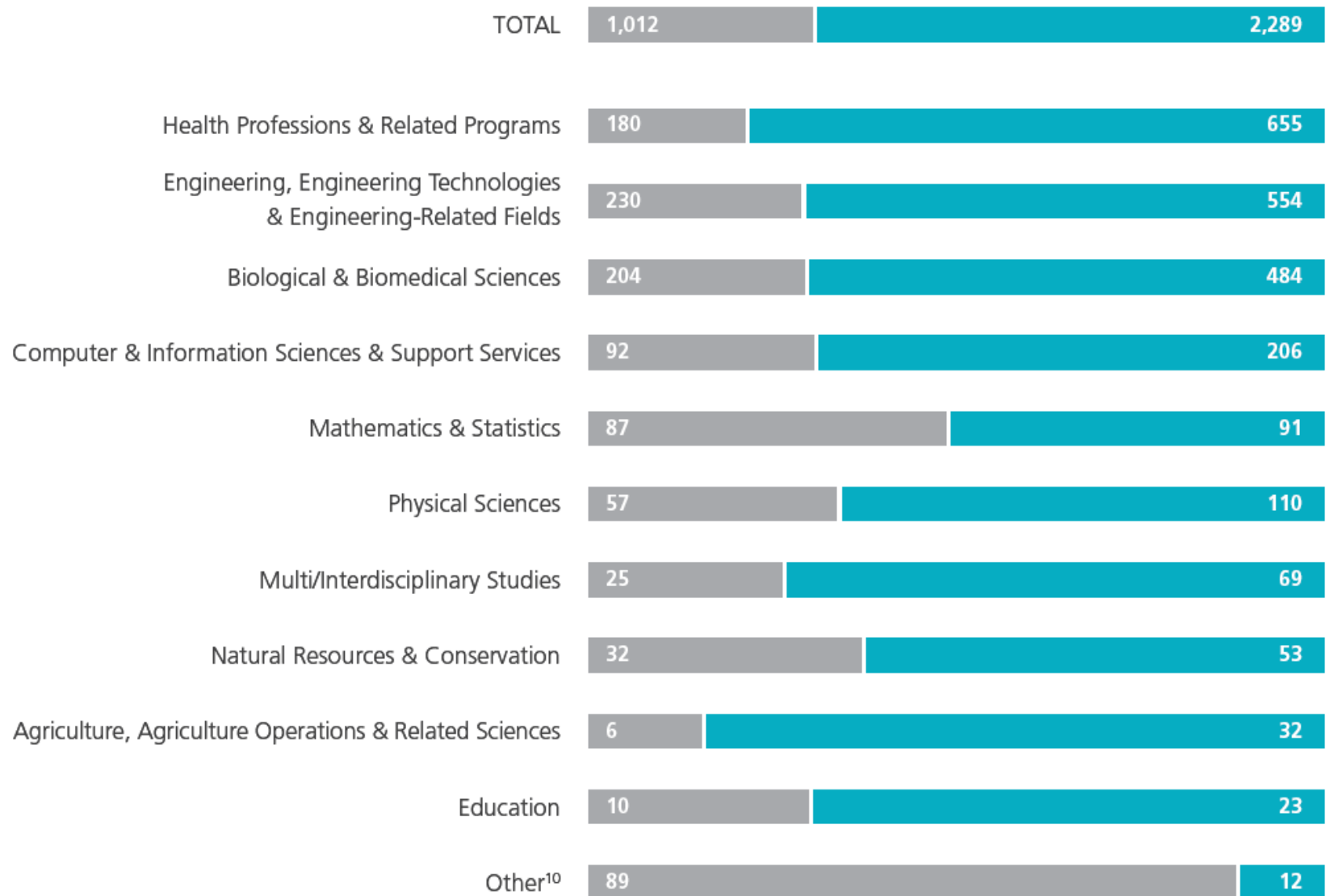
# Graduation Data, cont



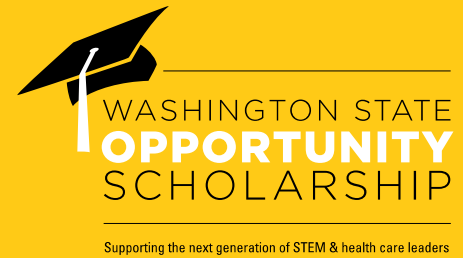
## GRAPHIC 5: Bachelor's Degrees Earned to Date<sup>8</sup> and Pursued in 2014–15<sup>9</sup>

■ Bachelor's Degrees Earned to Date

■ Bachelor's Degrees Pursued in 2014–15



# Enrollment 2014-15

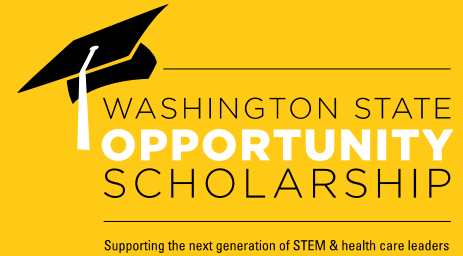


**TABLE 5:** Most Cohort 3 Scholars (78%) Attend Four-Year Colleges or Universities

INSTITUTION TYPE ATTENDED 2014-15	COHORT 1	COHORT 2	COHORT 3	TOTAL
Four-Year Public Colleges or Universities	78% (n=746)	73% (n=427)	65% (n=484)	72% (n=1,657)
Four-Year Private or Independent Universities	19% (n=182)	17% (n=101)	13% (n=97)	17% (n=380)
Two-Year Community or Technical Colleges	4% (n=35)	10% (n=60)	22% (n=160)	11% (n=255)
<b>TOTAL</b>	<b>100%</b> <b>(n=962)</b>	<b>100%</b> <b>(n=588)</b>	<b>100%</b> <b>(n=739)</b>	<b>100%</b> <b>(n=2,289)</b>

- Indication of successful transfers from two-year to four-year institutions for Cohorts 1 and 2.

# Enrollment 2014-15, cont.



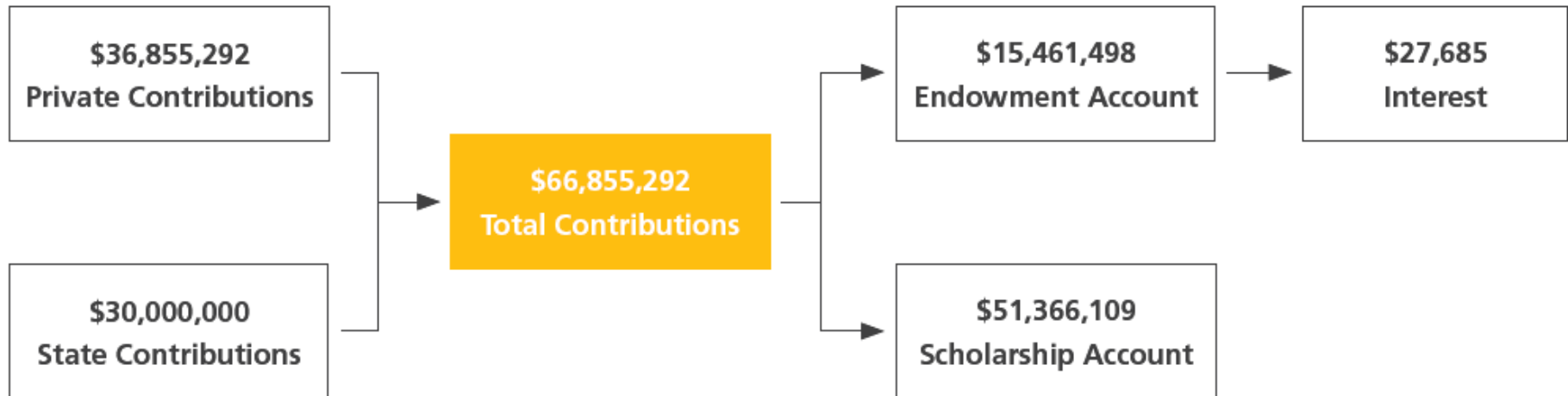
Top five institutions currently attended by Cohorts 1-3:

1. University of Washington-Seattle (n=855)
2. Washington State University (n=300)
3. Western Washington University (n=129)
4. Eastern Washington University (n=112)
5. Pacific Lutheran University (n=88)

# Contributions (10/31/14)

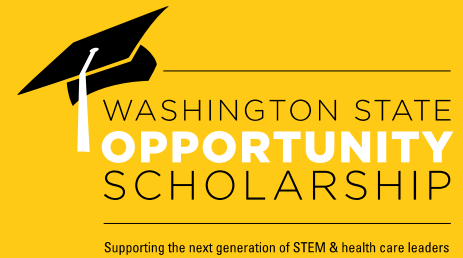
## GRAPHIC 7

WSOS Contributions, Distributed Funds and Interest Earnings





# Expansion Program (10/31/14)

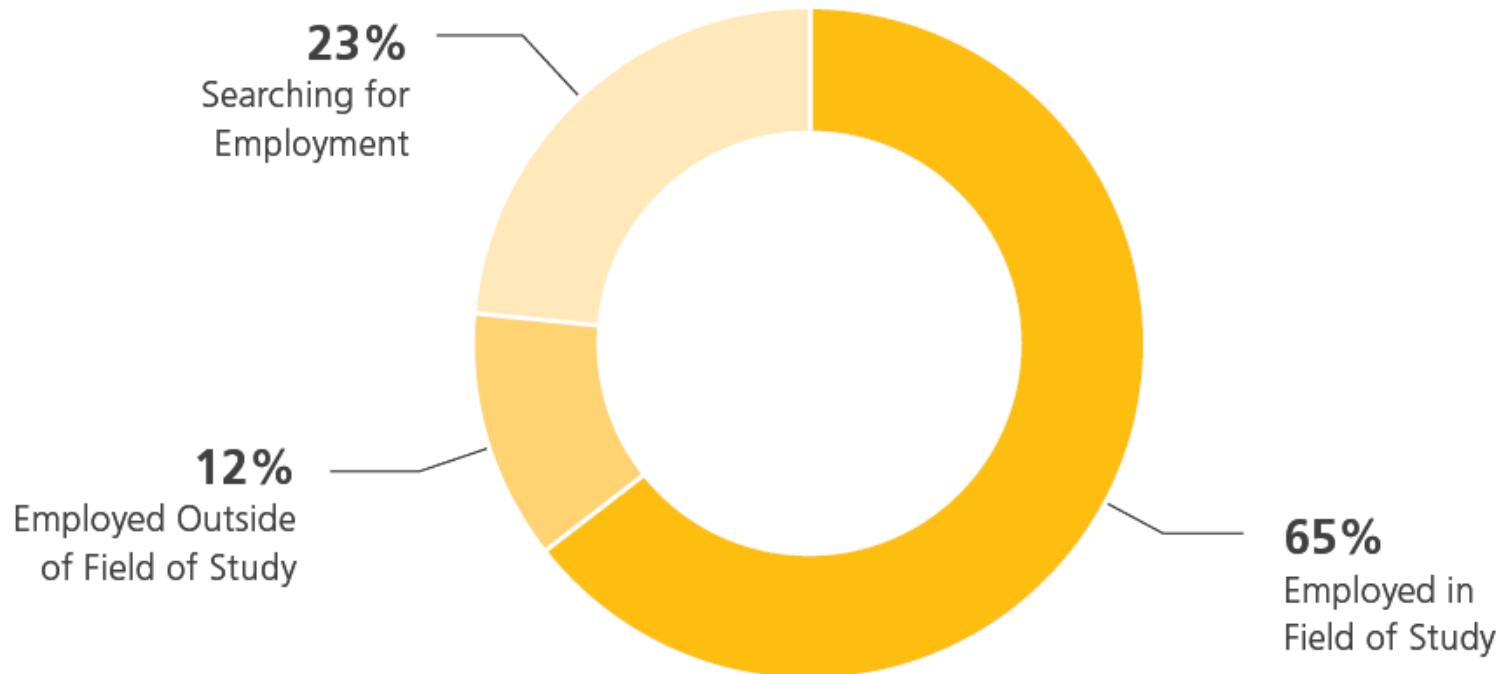


- Opportunity Expansion Account: \$4,009,795
- Winter 2014-15: WSOS staff and Board will develop opportunity expansion award criteria, grant-making procedures, and methods to leverage the funds.
- 2015: WSOS will make first Opportunity Expansion Account investment

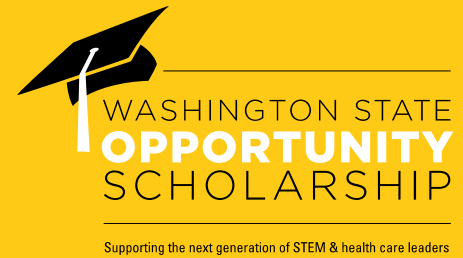
# What We've Learned So Far- Early Employment Success

## GRAPHIC 8:

Employment Status for  
Those Seeking Work (N= 136)



# What We've Learned So Far- Career Launch Points



**TABLE 6:** WSOS Graduates – Career Launch Points

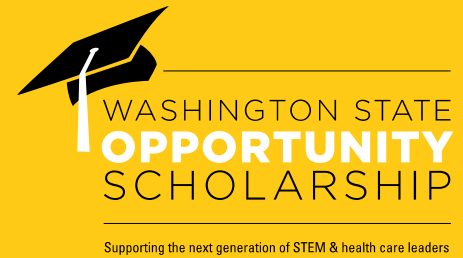
AREA OF STUDY	% ENTERING WORKFORCE	% ATTENDING GRAD/LAW/MEDICAL SCHOOL
Agriculture	100	0
Biological & Medical Sciences	40	60
Computer & Informational Sciences & Support Services	97	3
Education	67	33
Engineering	85	15
Family & Consumer/Human Sciences	50	50
Health Professions & Related Programs	80	20
Mathematics & Statistics	63	37
Multi/Interdisciplinary Studies	67	33
Natural Resources & Conservation	100	0
Physical Sciences	50	50
<b>OVERALL</b>	<b>69</b>	<b>31</b>

# FUTURE DIRECTIONS

## 2014 Legislative Report

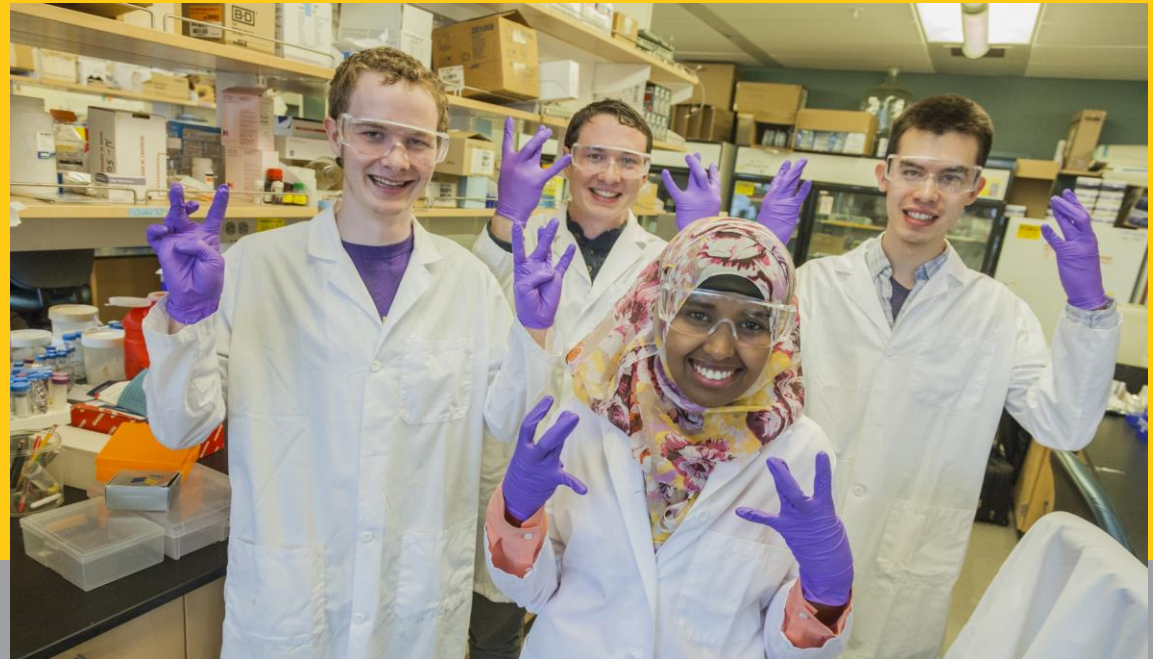


# Data Collection & Analysis



1. Employment Survey: Spring 2015
  2. Renewal & Needs Assessment Survey: Summer 2015
  3. Retention, Graduation & Employment Trends (with 3 years of data)
- All hopefully informing early success regarding workforce growth in WA State.

# Q&A



## 2014 Legislative Report

# PRIVATE FUND DEVELOPMENT



Presented by Ostara Group | December 18, 2014

# What We'll Cover



- Presentation: Landscape for Higher Education and Scholarship Fundraising
- WSOS Working Development Plan and Recent Updates



# Washington State Opportunity Scholarship

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BOARD PRESENTATION  
DECEMBER 18, 2014

the  
Ostara  
group

# The Ostara Group

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Kyle Halmrast – President

Sarah Rathbone – Senior Partner

Jeff Walker – Senior Partner



# The Ostara Group

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Founded in 2009

## 75+ Clients including:

Washington STEM

Bellevue Arts Museum  
Culture

University District Food Bank

Alliance for Education  
Seattle Office of Arts and

Recovery Café

## Service Areas:

Interim Development Staffing  
Counsel

Grant Strategy and Writing  
Planning and Coaching

Campaign Strategy and

Event Strategy and Production  
Talent Management

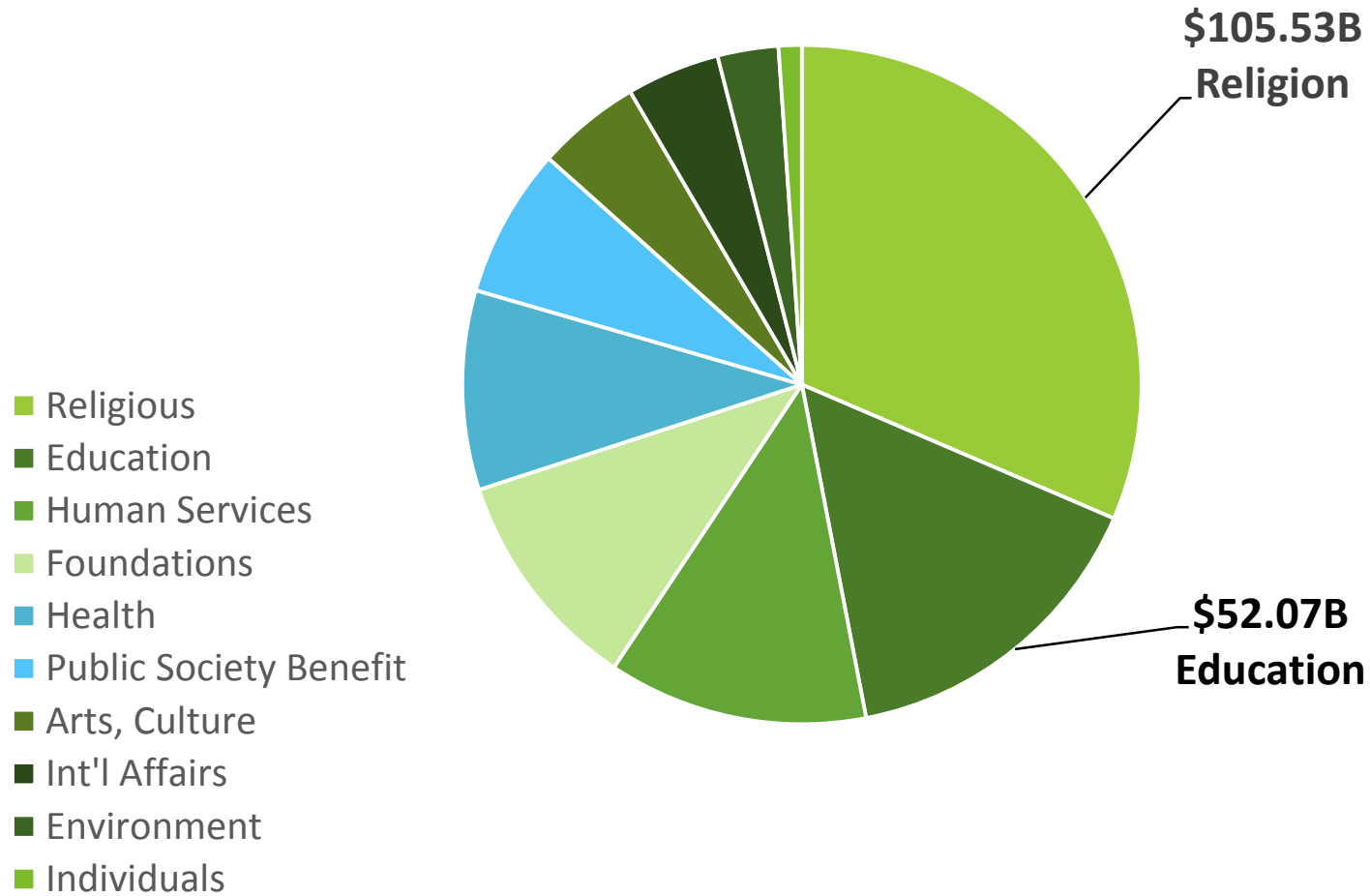


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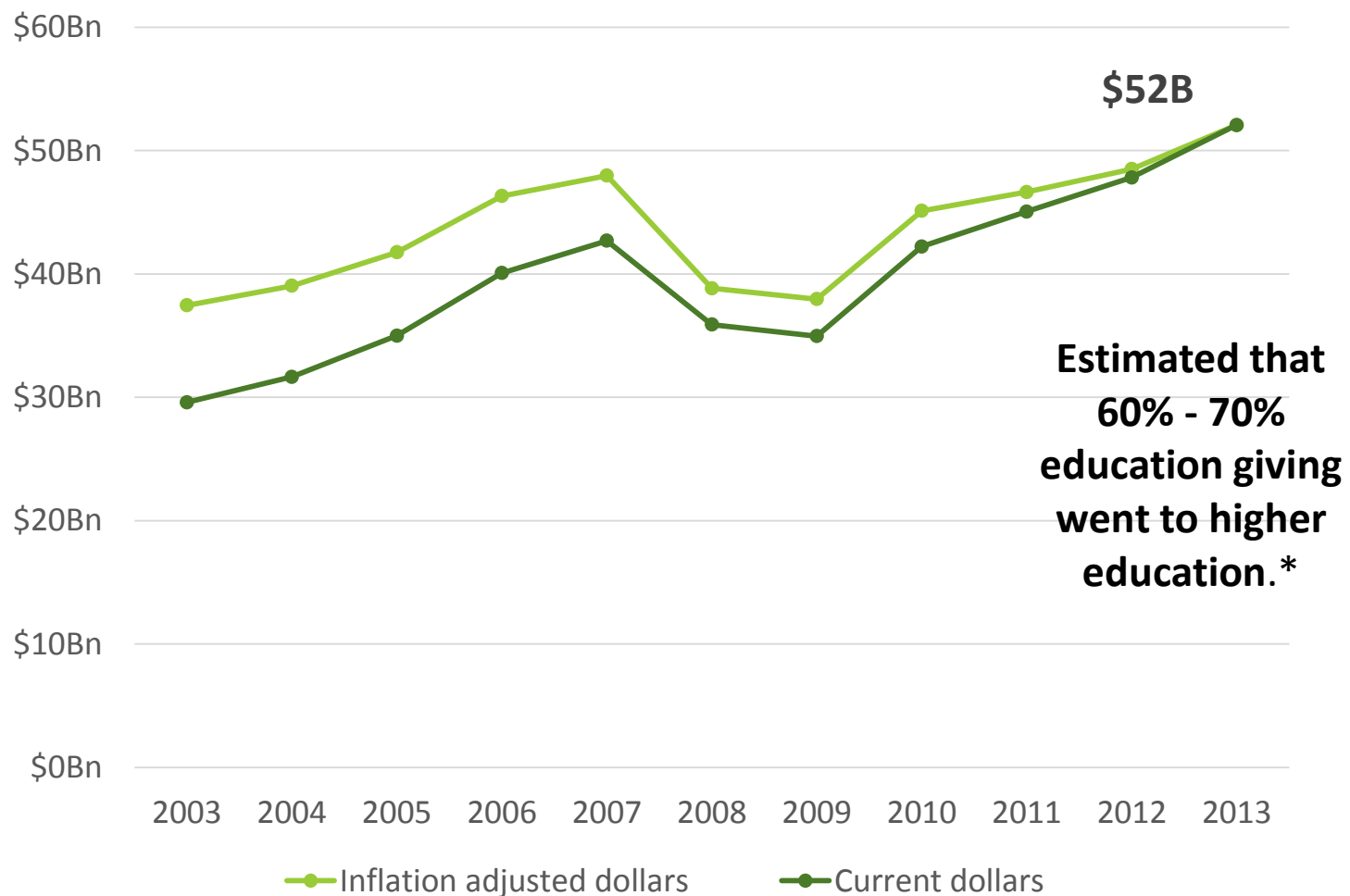
# National Philanthropic Landscape



# 2013 Nationwide Charitable Giving = \$335B



# Nationwide Charitable Giving To Education



# Noteworthy Trends in Philanthropy Nationally

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- The fraction of alumni who give to their alma maters is at a historic low
- But, the average size of gifts to colleges and universities has increased



# Noteworthy Trends in Philanthropy Nationally

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In other words, fewer people  
are donating larger sums

This will be important  
when developing overall strategies





# Noteworthy Trends in Philanthropy Nationally

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- Philanthropic giving by corporations decreased slightly (-1.9%)
- Many corporations are increasingly pursuing a more strategic approach to their philanthropy

This too will be important when developing overall strategies



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# Washington State Higher Education Fundraising Landscape



# Washington State Higher Education Fundraising Landscape

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- 7 Washington colleges and universities are currently in a campaign
- 8 Washington colleges and universities are in the planning stages



# Sampling of goals for current campaigns

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- Washington State University: \$1B; currently raised 95%
- Whitman College: \$150M; currently raised 98%
- University of Puget Sound: \$125M; currently raised 95%
- Whitworth University: \$100M; currently raised 56%
- Western Washington University: \$60M; currently raised 80%



# Noteworthy goals of upcoming campaigns

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- University of Washington
  - Goals not yet public, anticipated to be \$4B
- Seattle University
  - Goals not yet public, anticipated to be \$300M



# Sampling of *Scholarship-Specific* goals for current campaigns

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- Whitman College: \$50M; (60+ new scholarship endowments)
- University of Puget Sound: \$44M
- Western Washington University: \$10M specifically for scholarship



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This tells us  
people are investing  
in scholarships



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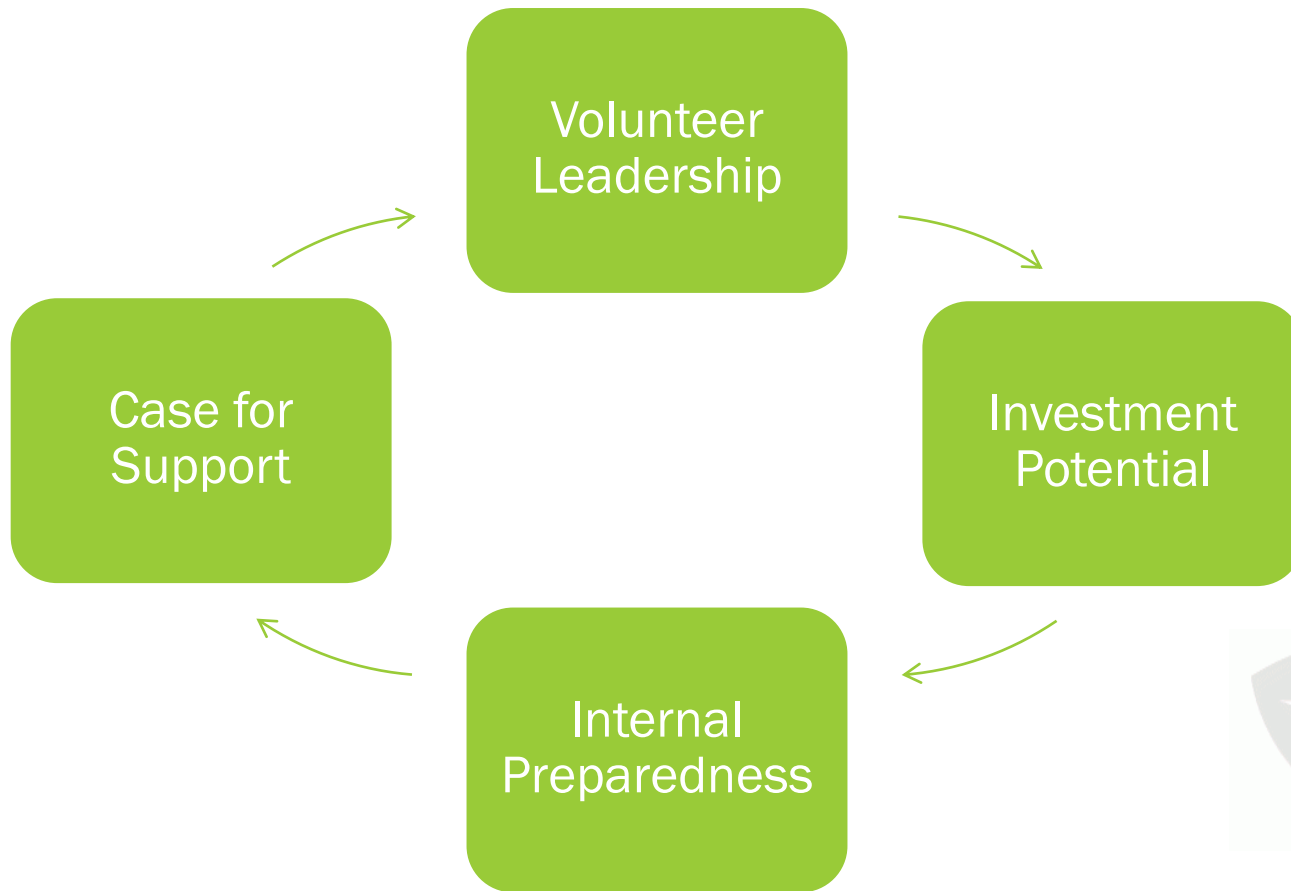
# Strategy Development and Implementation





# Elements of Success

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# The Case for WSOS

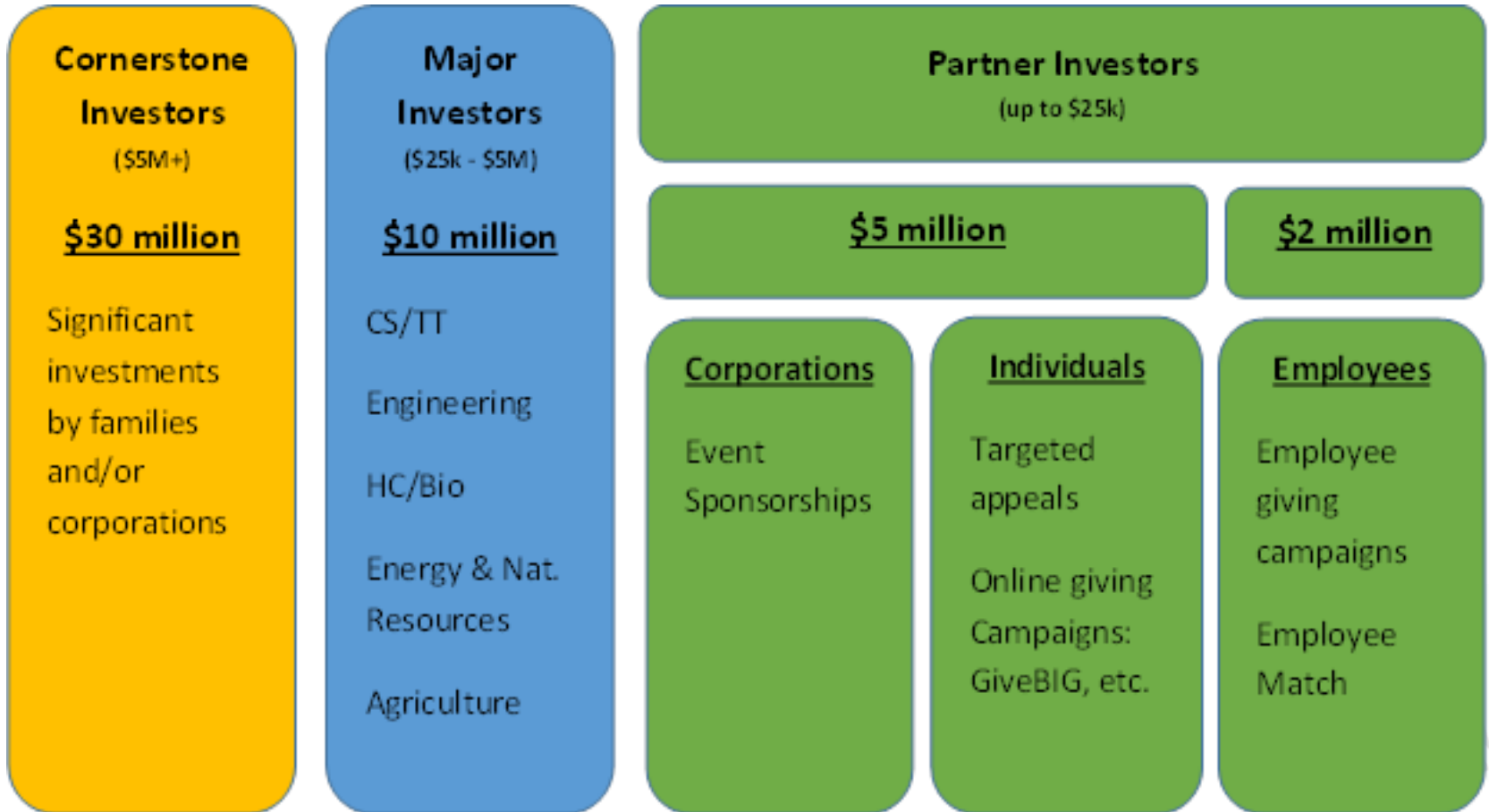
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A unique public-private partnership in Washington State which will help students from low- and middle-income families get the education they need to prepare for job opportunities in high-demand fields, such as health care and STEM.

- Scholars
- Supports
- Home Grown
- Public-Private
- Statewide
- Legislative Support
- Connections
- Movement Building
- Unique



# Investment Potential



# Basis for Strategy Development

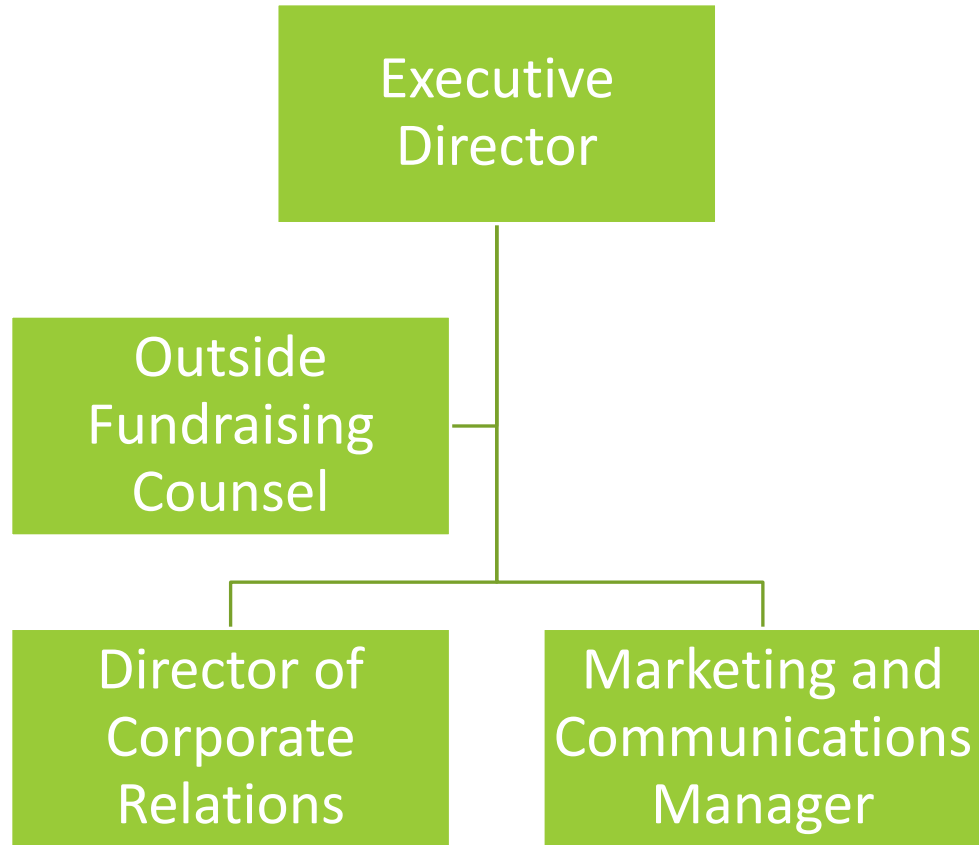
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- Broad base of prospects
- Cornerstone Investors - \$5M+
- Alignment with corporations' priorities will be critical



# Internal Preparedness

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# Volunteer Leadership in Fundraising

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- Develop the Case
- Identify Prospects
- Review Strategy
- Qualify (yes/no)
- Cultivate Relationships
- Solicit
- Endorse an ask
- Thank and Recognize gifts
- Steward Donors
- Truth Test

# Implementation

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- Ostara, WSOS staff & Board working in close partnership to:
  - Develop and level-set prospects
  - Develop cultivation and solicitations strategies
- WSOS staff and board will be the “frontline” fundraisers, opening doors and making the asks



# Questions?

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BOARD PRESENTATION  
DECEMBER 18, 2014

the  
Ostara  
group



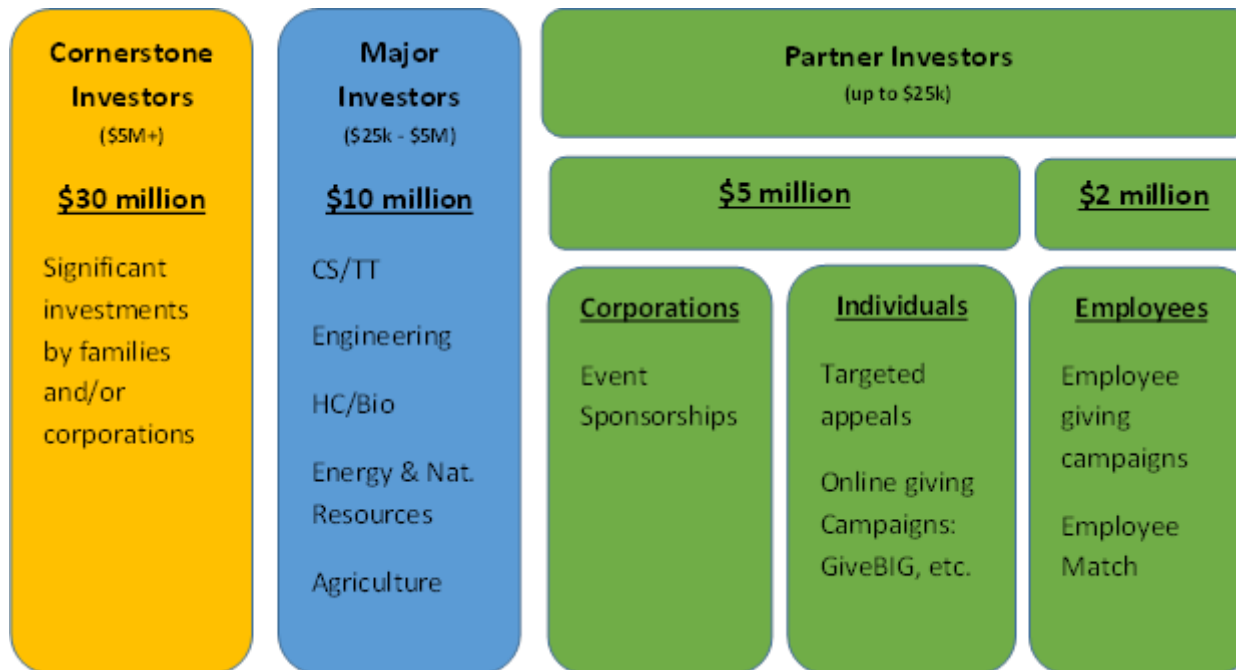
# WSOS WORKING DEVELOPMENT PLAN AND RECENT UPDATES

Board Meeting | December 18, 2014

# WSOS Working Development Plan



Supporting the next generation of STEM & health care leaders



# Recent Updates

## Cornerstone

- » Meeting with Connie & Steve Ballmer in early January 2015
- » Follow-up with other donors from previous WSOS Events
- » Working collaboratively with WA STEM and Thrive to develop cradle to career STEM continuum fundraising case for support
- » Over 10 cornerstone families identified

## Major

- » Meetings with board members to brainstorm prospects and create action steps
- » Over 100 donor prospects identified over five vertical areas; prospects were mailed information about WSOS
- » Two healthcare CEOs contacted for initial introduction
- » Women CEO event at Julep Parlor hosted by Jane Park
- » Working to set-up dinner and events with prospects

## Partner

- » \$600,000+ raised during 2014 MSFT Employee Giving Campaign
- » 50 professional and trade associations researched for partnerships
- » WITS, Washington Technology, WCN, F5, BCG and GeekWire already onboard to highlight WSOS and provide access to members

# Next Steps

- Staff will meet with Board members to discuss development action plans
- Outreach will begin in Major and Partner investment areas
- STEM Trio will continue to identified cornerstone families

# ACTIVITIES UPDATE



Board Meeting | December 18, 2014

# What we'll cover

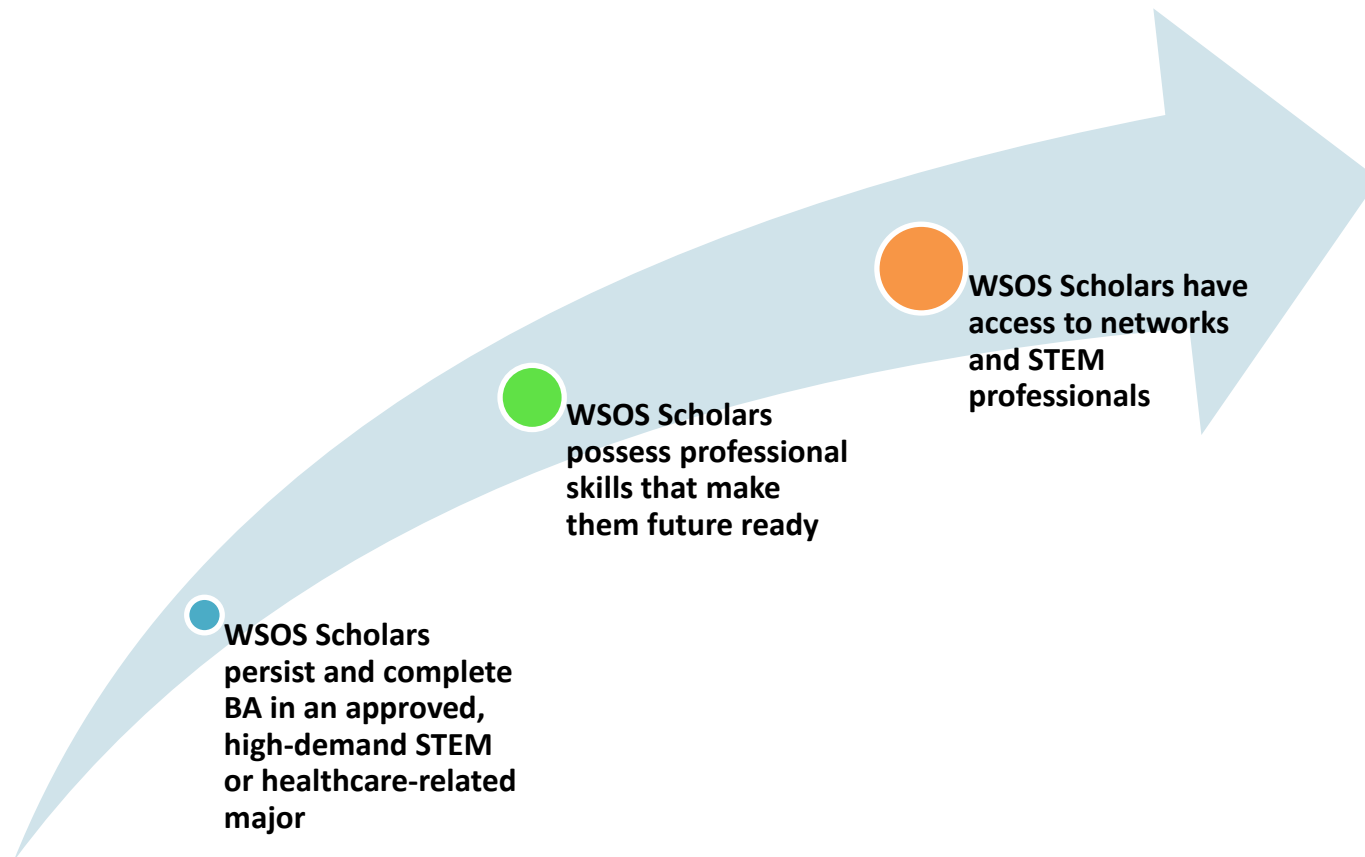


- 2015 Scholarship Support Program
- Upcoming Program Events
- Advocacy
- Media

# 2015 Support Services Strategies



Supporting the next generation of STEM & health care leaders



# 2015 Support Services Overview

## STRATEGIES

What support services should we provide to current WSOS Scholars and are these services (1) Impactful, (2) attributable, (3) scalable, and (4) efficient?

Provide college and career resources to WSOS scholars and reach out to scholars who are struggling in their majors.

Provide professional development skills training for WSOS scholars.

Provide opportunities for WSOS scholars to access networks and STEM professionals.

## NEW TACTICS

How should we implement the strategy?  
What activities should we engage in?

- Office hours
- Interactive orientation materials with available school and community resources

- Boston Consulting Group professional development series

- STEM professionals network developed through partner events & cultivation and matched with Scholars

## INTENDED OUTCOMES

**Short-term Outcomes (i.e., changes in awareness, attitude or belief)**

- WSOS scholars report knowledge of WSOS renewal process
- WSOS scholars are aware of support services offered by their colleges and through WSOS

**Intermediate Outcomes (i.e., changes in behavior)**

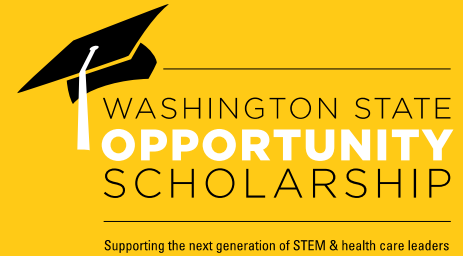
- WSOS scholars have renewed their scholarships, if eligible
- WSOS scholars have connected with at least one STEM professional
- WSOS scholars report a sense of community among current and alumni WSOS Scholars
- WSOS Scholars possess professional skills that make them future ready
- WSOS scholars persist in an approved, high-demand STEM or health care major

**Long-Term Outcomes (i.e., changes in condition)**

- WSOS Scholars complete BA in an approved, high-demand STEM or health care major
- WSOS scholars retain a job or grad school in WA



# Upcoming Support Programs



## January 2015

- Office hours start at eight campuses across Washington State
- January 16 – Skills that Shine launch at Boston Consulting Group
- January 23 - Seattle University WSOS Reception feat. Miller Adams & Jim Sinegal
- January 22 – UW Computer Science & Engineering Industrial Affiliates Career Fair
- January 27 – UW NSBE Diversity Career Fair
- January 30 – GeekWire StartUp Day

## February 2015

- February 5 – Resume Review with F5
- February 25 – Spokane Career Fair

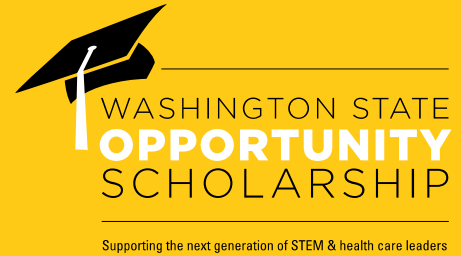


# Cohort 4 Application and Outreach

- Application goes “live” on January 5, 2015 and is due by Monday, March 2, 2015
- Outreach to high schools, community colleges, colleges and universities
- Paid and earned media/marketing channels
- Data sharing and collaboration with Washington STEM’s STEM networks
- Goal is to increase number of qualified applicants



# Advocacy & Government Relations



- Economic & Revenue Forecast Council (ERFC) - \$20 million forecasted for upcoming biennium; \$50 million forecasted *per year* for 2017-19 Biennium
- Governor's Education Budget: \$100M in next Biennium; Highlights Opportunity Scholarship and STEM at Online Budget Town Hall Meeting
- Governor Inslee mentions WSOS as priority during his 2014 STEM Summit remarks & two WSOS Scholars headline the opening session
- Presentation to Senator McCoy and the Tribal Leaders Congress
- Outreach meetings with Speaker Chopp, Senator Hill, Representative Hansen, House Democratic Caucus, WSAC, Council of Presidents, Governor's Office, and others
- Planning for WSOS Legislative visits

# Media

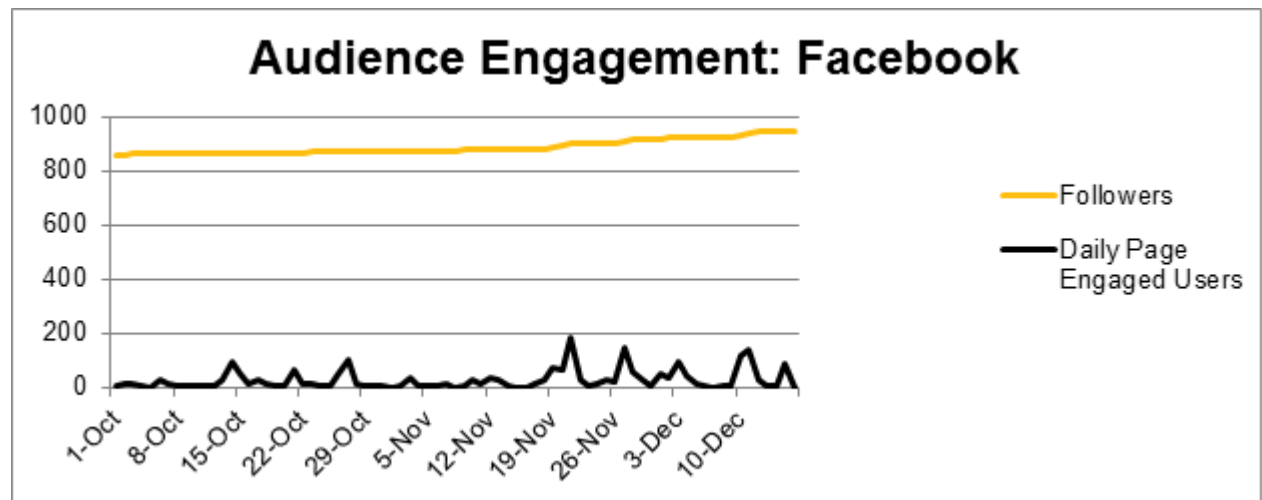


- Editorials in The Daily Herald & Feature in The Columbian
- Scheduling Editorial board with local and regional papers across the stat
- E-communication newsletter to Scholars
- Increase in hits on social media – facebook, twitter, website, etc.

# Social Media Analytics, Oct. 1 – Dec. 15, 2014

## Facebook:

Following increase: 861 to 948 (+10%)

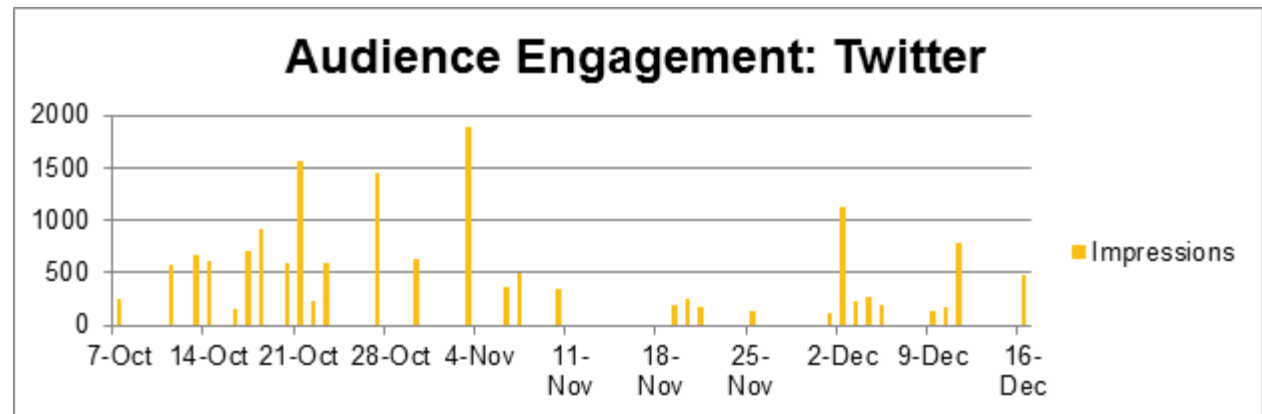


## Twitter:

Following increase: 733 to 811 (+11%)  
(Dec. 2013: 523, +55%)

58% Male 42% Female

**28.6k Impressions**



# FINANCE UPDATE



Board Meeting | December 18, 2014

# Financial Highlights

- To date, \$43M has been sent to the Washington State Investment Board for investment
- Boeing was invoiced for \$5M on their pledge during the month of November (received in December)

# FINANCIAL STATEMENTS

*(As of 11.30.14 and previously reviewed by Investment  
& Finance Committee)*



December 18, 2014



# WSOS Balance Sheet

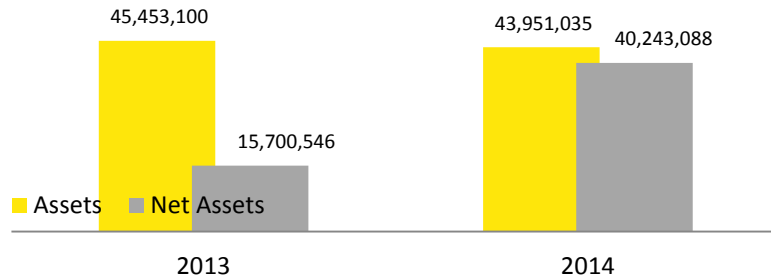


Supporting the next generation of STEM & health care leaders

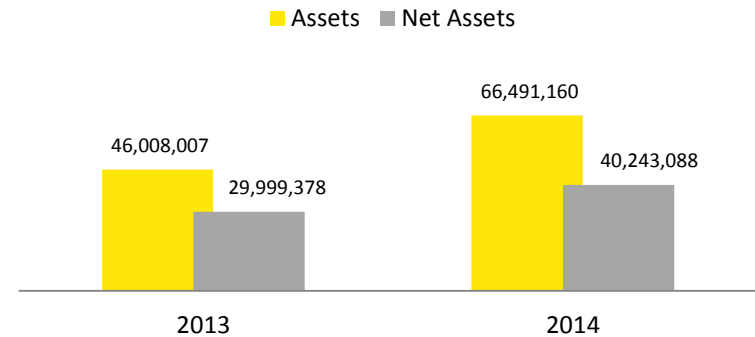
	Comparison to FYE			Comparison to same period LFY		
	6/30/14	% Change	11/30/14	11/30/13	% Change	11/30/14
<b>Assets</b>						
Cash	1,357,640	355%	6,178,572	986,979	526%	6,178,572
Investments	28,163,081	58%	44,425,649	20,588,405	116%	44,425,649
Pledges Receivable	15,932,379	0%	15,886,939	24,432,623	-35%	15,886,939
<b>Total Assets</b>	<b>45,453,100</b>	<b>46%</b>	<b>66,491,160</b>	<b>46,008,007</b>	<b>45%</b>	<b>66,491,160</b>
<b>Liabilities and Net Assets</b>						
Accounts Payable	354,277	-17%	293,256	292,336	0%	293,256
Scholarship Commitments	29,398,277	-12%	25,954,816	15,716,293	65%	25,954,816
<b>Total Liabilities</b>	<b>29,752,554</b>	<b>-12%</b>	<b>26,248,072</b>	<b>16,008,629</b>	<b>64%</b>	<b>26,248,072</b>
<b>Total Net Assets</b>	<b>15,700,546</b>	<b>156%</b>	<b>40,243,088</b>	<b>29,999,378</b>	<b>34%</b>	<b>40,243,088</b>
<b>Total Liabilities and Net Assets</b>	<b>45,453,100</b>	<b>46%</b>	<b>66,491,160</b>	<b>46,008,007</b>	<b>45%</b>	<b>66,491,160</b>

# WSOS Balance Sheet

**Comparison to FYE**  
*6.30.14 and 11.30.14*



**Comparison to FYE**  
*11.30.13 and 11.30.14*



# WSOS Income Statement



Supporting the next generation of STEM & health care leaders

	Two months ending November 30, 2014			FYE June 30, 2015
	Actual	Budget	Variance Fav (Unfav)	Annual Budget
<b>Revenue</b>				
Private	\$ 129,593	\$ 4,166,667	\$ (4,037,074)	\$ 10,000,000
Public	25,000,000	25,000,000	-	25,000,000
Investment Income	14,284	330,810	(316,526)	793,944
<b>Total Revenue</b>	<b>25,143,877</b>	<b>29,497,477</b>	<b>(4,353,600)</b>	<b>35,793,944</b>
<b>Expense</b>				
Scholarship	3,449,491	4,848,969	1,399,478	11,637,525
Salaries and Benefits	100,864	301,672	200,808	724,013
Program Other Direct	166,999	116,458	(50,541)	279,499
Allocated Indirect Overhead	52,366	59,713	7,347	143,311
Professional Fees	281,106	337,175	56,069	809,219
<b>Total Expense</b>	<b>4,050,826</b>	<b>5,663,987</b>	<b>1,613,161</b>	<b>13,593,567</b>
<b>Net Income (Loss)</b>	<b>\$ 21,093,051</b>	<b>\$ 23,833,490</b>	<b>\$ (2,740,439)</b>	<b>\$ 22,200,377</b>

# WSOS Cash Flow



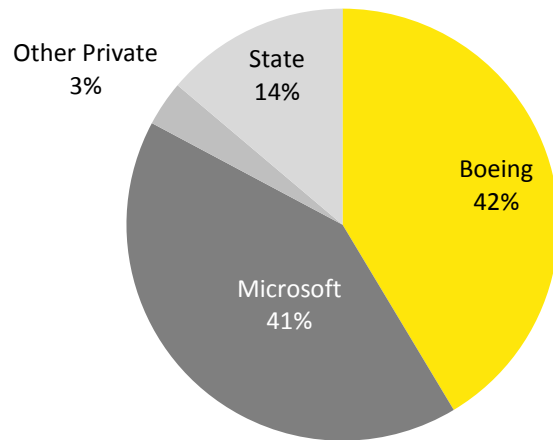
Supporting the next generation of STEM & health care leaders

	Inception -- November 2014		
	Scholarship	Endowment	Total
<b><u>CASH FLOW</u></b>			
<b>Cash Inflows:</b>			
Boeing	7,500,000	7,500,000	15,000,000
Microsoft	20,000,000		20,000,000
Other Private	794,754	630,262	1,425,016
State	24,000,000	6,000,000	30,000,000
Investment Income	17,708	14,396	32,104
Total Cash Inflows	52,312,462	14,144,658	66,457,120
<b>Cash Outflows:</b>			
Scholarships	(12,030,447)	-	(12,030,447)
Program Administrator and Marketing	(3,822,452)	-	(3,822,452)
Total Cash Outflows	(15,852,899)	-	(15,852,899)
<b>Net Cash Flow Inception-To-Date &amp; Balance of Cash &amp; Investments November 30, 2014</b>			
	36,459,563	14,144,658	50,604,221

# WSOS Cash Flow

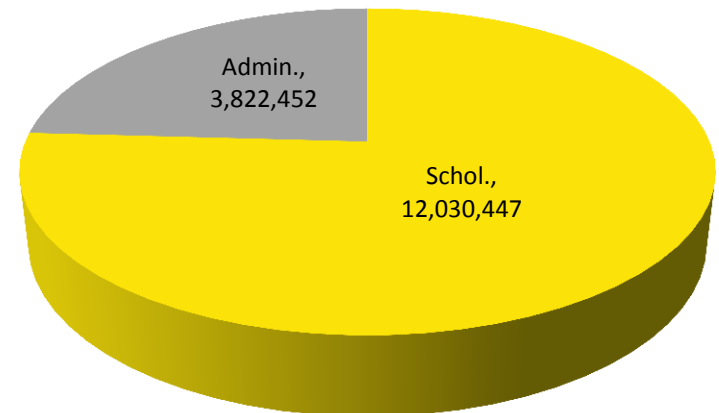
## Inflows

*Inception through November 30, 2014*



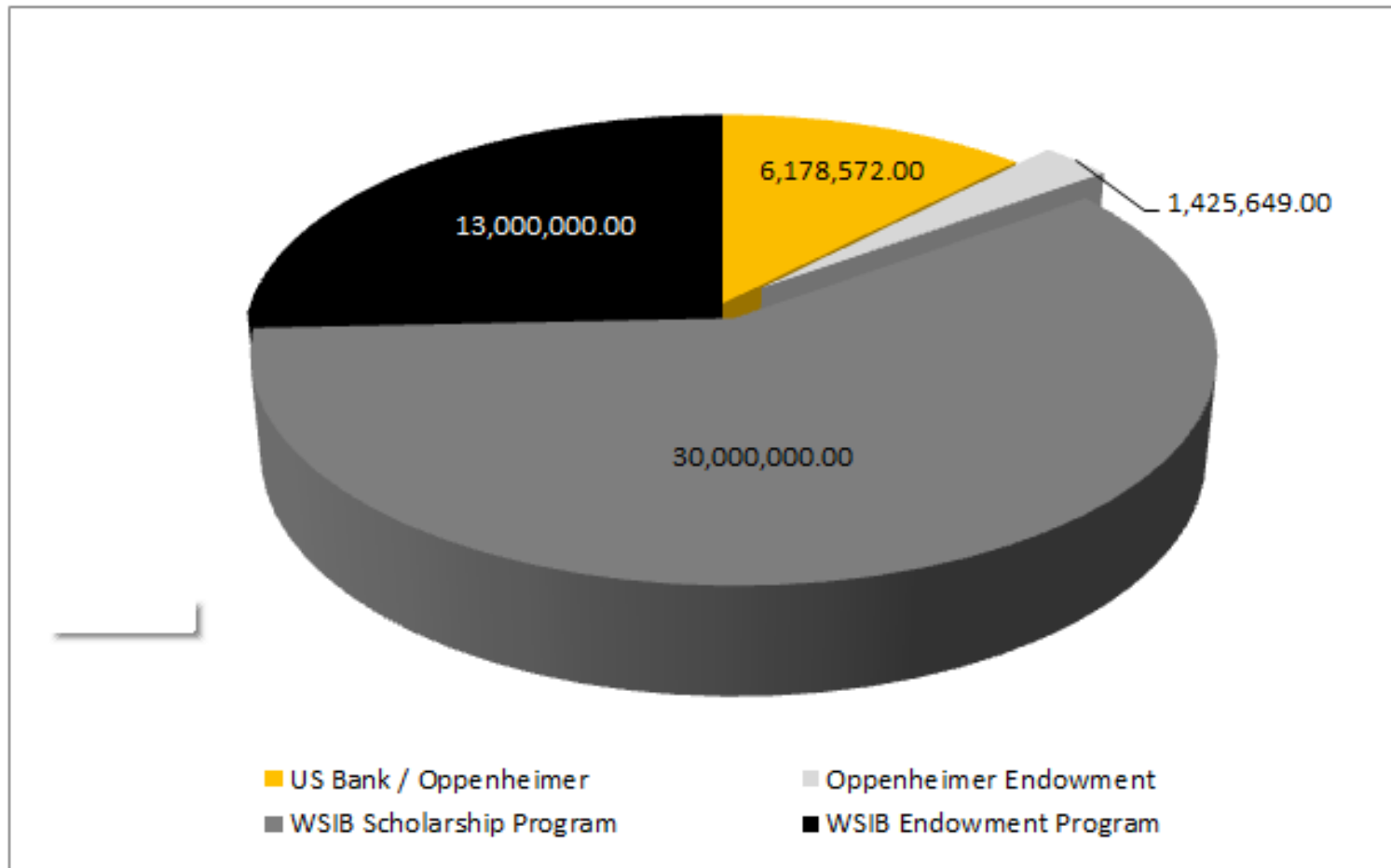
## Outflows

*Inception through November 30, 2014*

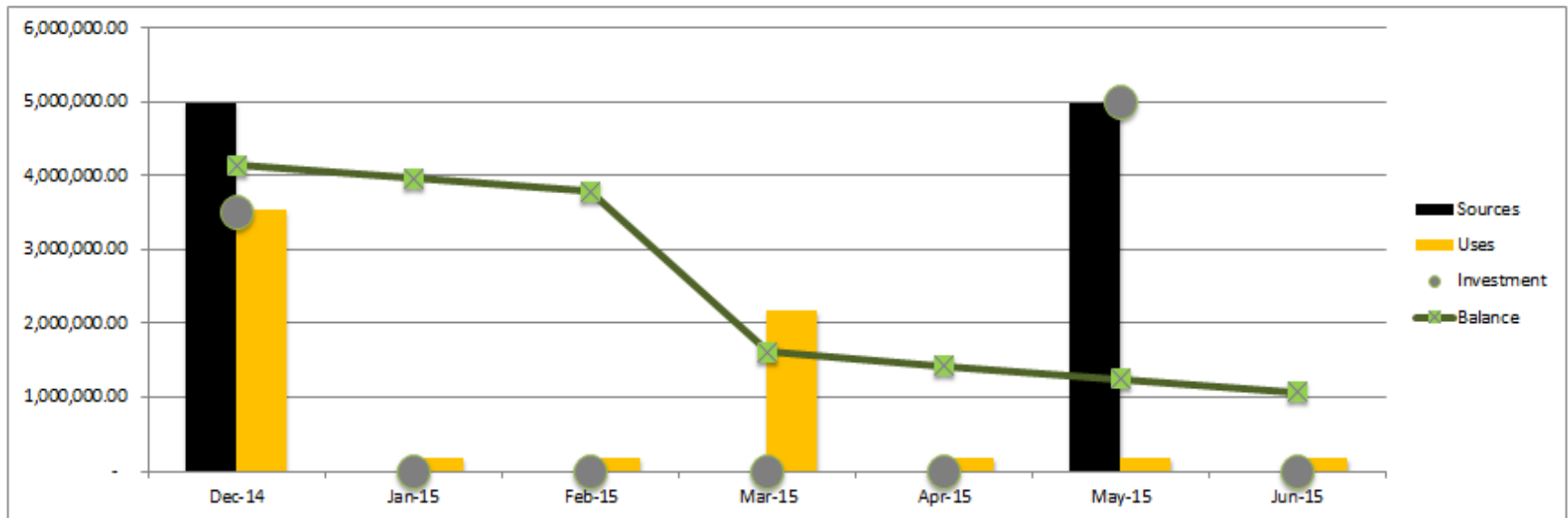


# Distribution of Funds

Through 11.30.14



# WSOS Operating



WSOS / CSF OPERATING	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
<b>Beginning Balance</b>	<b>6,178,572.00</b>	<b>4,144,390.00</b>	<b>3,964,890.00</b>	<b>3,785,390.00</b>	<b>1,608,900.00</b>	<b>1,424,400.00</b>	<b>1,247,400.00</b>
Sources during period	5,000,000.00	-	-	-	-	5,000,000.00	-
Scholarships paid	(3,362,182.00)	(2,500.00)	(7,500.00)	(2,004,490.00)	(12,500.00)	(5,000.00)	(3,750.00)
Other Uses of funds	(172,000.00)	(172,000.00)	(172,000.00)	(172,000.00)	(172,000.00)	(172,000.00)	(172,000.00)
Investment (WSIB)	(3,500,000.00)	-	-	-	-	(5,000,000.00)	-
<b>Ending Balance</b>	<b>4,144,390.00</b>	<b>3,969,890.00</b>	<b>3,785,390.00</b>	<b>1,608,900.00</b>	<b>1,424,400.00</b>	<b>1,247,400.00</b>	<b>1,071,650.00</b>

# YEAR IN REVIEW & 2015 MEETING DATES



Board Meeting | December 18, 2014



# Top Five WSOS Highlights

Statute revised to increase the number of board members

Increase in scholarship amounts to maximum of \$22,500 per student

\$25M in funds received from Washington State

Investment Policy adopted and funds invested and managed by WSIB

New Board Members and Staff

# 2015 Meeting Dates



**Tuesday, March 17, 2015**

**Tuesday, June 30, 2015**

**Wednesday, September 23, 2015**

**Tuesday, December 15, 2015**

**1:00-3:00pm at Microsoft**

# BOARD MEETING

December 18, 2014

