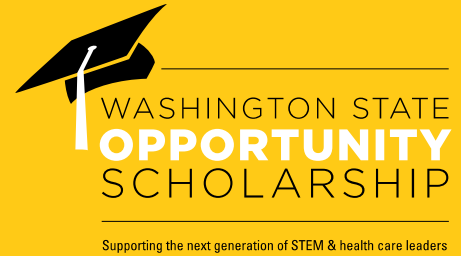


# WSOS BOARD MEETING



June 25, 2014

# Today's Agenda



- Welcome/Approve Minutes
- Program Update
- Update on Executive Director Search
- Fundraising
- Finance
- Discuss Potential Board Members
- Review CSF Proposal

# PROGRAM UPDATE



June 25, 2014

# Student spotlight

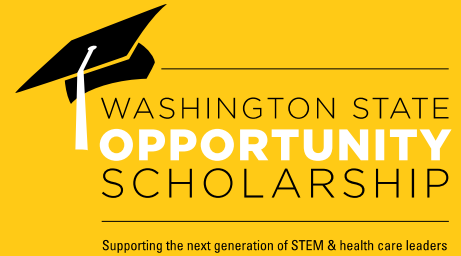
- “Once I got this scholarship, I was able to focus less time and energy on making ends meet, and more time on what I’m really passionate about—computer science.” **Janelle Van Hofwegen, University of Washington**



# What we'll cover

- Follow up on research questions from last meeting
- Outreach and Engagement
- Projected Graduates
- Cohort 3 Selection

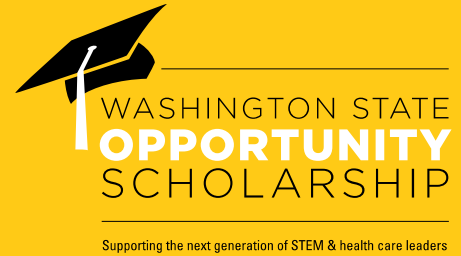
# Follow up on Research Questions



“How does the percentage of WSOS students landing jobs in their field of study compare to the percentage of all 4 year grads in WA State, landing jobs in their field?”

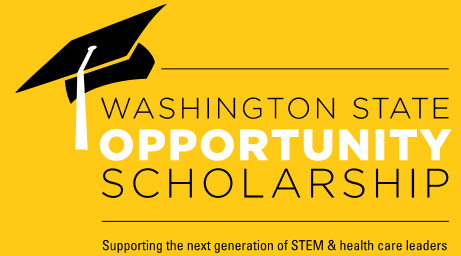
- 65% of WSOS graduates found work in their field of study right out of college, compared with 47% of graduates nationally.

# Top Four Fields where WSOS Scholars are finding jobs



- Computer and information sciences and support services (86%)
- Engineering (77%)
- Health professions (76%)
- engineering technologies (71%)

# Follow Up on Research Questions



“Which majors are going on to graduate school?”

- Physical Sciences (42%)
- Mathematics and Statistics (33%)
- Biological and Biomedical Sciences (29%)



# Promoting WSOS

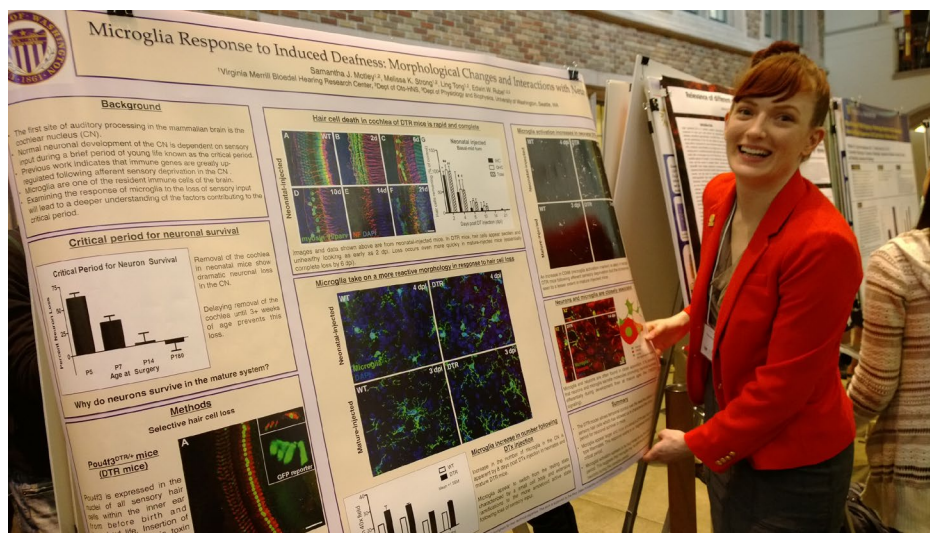


**WSOS Scholar Rutha Nuguse offers engineering and scholarship options at Microsoft's 2014 Technology Education And Literacy in Schools (TEALS) Field Trip.**

The TEALS presentation was just one of many events where WSOS staff and Scholars reached out to more than 4,000 students across the state to raise awareness about STEM.

- UW Discover Engineering Days (4/26), Seattle
- TEALS Puget Sound Field Trip (4/29), Redmond
- Washington State Mathematics, Engineering, Science Achievement (MESA) Day (5/17), Redmond
- Spokane Project Lead the Way (PLTW) teacher training and convening with Spokane STEM Leadership (5/22), Spokane
- Puget Sound App Day at Rainier Beach (5/23), Seattle
- WSU Imagine Tomorrow (5/31), Pullman
- Technology Alliance Youth App Challenge (6/5), Seattle

# Engaging WSOS Scholars



**Samantha (WSOS Scholar, 2014 UW Biology graduate) presents her findings at the 2014 UW Undergraduate research symposium.**

Engaging with Scholars and promoting the Scholarship with 1,400+ undergraduates across the state!

- HB2612 Bill Signing (4/3)
- CSF Career Institute (4/5) and LinkedIn campaign follow up
- Career Fair and CSF Photo Tour:
  - CWU (4/10), PLU (4/15), WSU, Gonzaga, Whitworth (4/15),
- CSF Photo Tour:
  - UW Tacoma (4/24), UW (5/8)
- Seattle University event with Father Steve & Jim Sinegal (5/7)
- UW Undergraduate Research Symposium (5/16)
- Seattle Times Youth Forum (5/20)
- UW Event with Brad Smith and Jerry Grinstein (6/9)
- Additionally, CSF has responded to more 400 phone calls from scholars and prospective scholars this year.

# Upcoming Events

- The Science of Clean Water, June 19, Cleveland High School.
  - Anticipate 120 high school students participating
- College Success Foundation's ACE Summer Enrichment Program, June 26, PLU Campus.
  - Present STEM and WSOS to 600 high school students



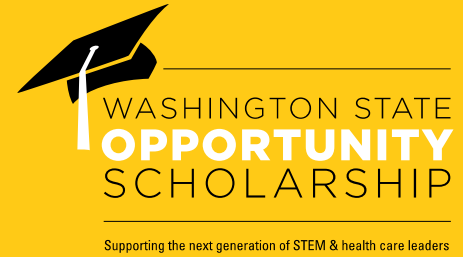
# Projected Graduates



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CLASS STANDING	2013-13 ENROLLMENT	2013 GRADUATES	2013 GRADUATION RATE	2013-14 ENROLLMENT	2014 PROJECTED GRADUATES
THIRD YEAR	824	602	7%	633	44
FOURTH YEAR	472	133	53	602	319
FIFTH YEAR	132	5	70%	133	93
SIXTH YEAR OR ABOVE	0	0	100%	5	5
PROJECTED TOTAL PROJECTED RANGE (+/- 10%)					461 415 to 507

# WSOS Cohort Selection Highlights



## Summary of C1 – C3 Application Results

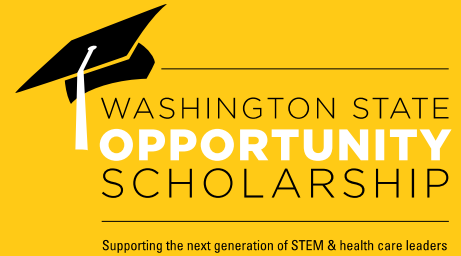
Cohort	Started/Submitted Applications	Submitted Applications		Eligible		Selected	
C1	6490	5690	88%	4506	79%	3045	68%
C2	4161	1488	36%	985	66%	778	79%
C3	3752	1507	40%	926	61%	782	84%

C1 Application – No essays, high-demand eligible majors not yet defined, seniors in college eligible

C2 Application – 4 essays, seniors not eligible, defined 367 majors

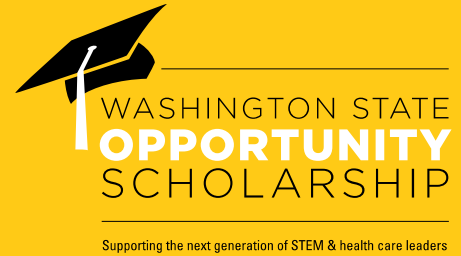
C3 Application – 1 essay

# WSOS Cohort Three Highlights



- Selected 782 eligible applicants to enroll 750
- 62% are female, 38% are male
- 4% increase in students of color
- 67% are high school seniors, 20% first-year college students and 13% college sophomores

# WSOS Cohort Three Highlights



- 29% will pursue a major in science, 7% in technology, 22% in engineering, 4% in math and 39% in health care
- 68% will attend a four-year public university, 15% will attend a private institution and 17% will attend a community or technical college



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# EXECUTIVE DIRECTOR RECRUITMENT



# Process Update

- Hired Waldron HR after the April Board meeting
- Kick Off meeting: May 5<sup>th</sup>
- Recruiting, outreach and networking began: May 26<sup>th</sup>
- Current Status:
  - Total outreach: 300+
  - Total candidates: 38
  - High potential candidates: 2 from tech sector, 2 from foundations, 1 from higher education, 1 from a public private partnership
  - Additional 4 under strong consideration; continuing to evaluate additional candidates
- Target date for all resumes June 30<sup>th</sup>
- Candidate Presentation July 3<sup>rd</sup>
- Semifinal panel interviews week of July 7<sup>th</sup>
- Final Interviews projected for the week of July 14<sup>th</sup>

# FUNDRAISING & COMMUNICATIONS UPDATE



WSOS BOARD MEETING

06.25.2014

# What we'll cover

- Event highlights
- Fundraising research and cultivation
- Statewide employer outreach
- Academic outreach
- STEM partnerships
- Next steps

# Seattle University event highlights



Supporting the next generation of STEM & health care leaders



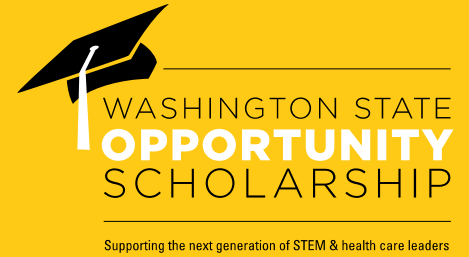
# University of Washington event highlights



Supporting the next generation of STEM & health care leaders



# UW event coverage



# Fundraising pillars

## 1. MAJOR GIFT SUPPORT STRATEGY

### Activities:

- Joan Caine and Pyramid to develop strategy and rationale for major gifts
- Research targets, giving timeline, and tools needed
- Conversations with board members about involvement in making "asks"

### Result/Benefit:

- Targeted plan with recommendations on major gift strategy and timeline
- Actionable plan that leads to funds raised in 2013 and beyond
- Recommended internal structure for implementing fundraising

## 2. EMPLOYER DRIVEN FUNDRAISING

### Activities:

- Explore engaging STEM & health care employers statewide in giving campaign
- Develop employer/employee giving model following research on what other effective national models exist
- Determine if effort could be based on some form of United Way, Microsoft 1-2-4, or GiveBig models

- Research if first wave of engagement could be around mentorship and internships

### Result/Benefit:

- Recommendation on feasibility of employee/employer campaign model
- Possible test with one or two companies in the fall
- Company engagement, sending important message to legislature and students

## 3. COLLABORATION WITH WA STEM

### Activities:

- Continue to explore areas of collaboration with WA STEM (including fundraising, communications and marketing, research, and corporate engagement) through meetings and research
- Explore telling seamless story of continuum of STEM needs and opportunities

### Result/Benefit:

- Targeted plan with recommendations on aligned funding strategies and timeline
- Coordinated plan that keeps organizations from stepping on each others' toes
- Added strength through actionable plan that benefits STEM in Washington state

## 4. STATEWIDE STEM AWARENESS CAMPAIGN

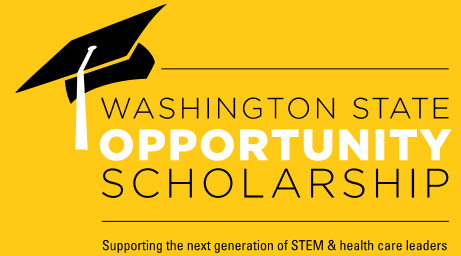
### Activities:

- Explore possible ROI on statewide awareness campaign
- Research other effective models conducted around country
- Develop possible campaign framework to put out to bid with companies
- Determine potential costs of campaign

### Result/Benefit:

- Awareness campaign recommendations including next steps
- Opportunity to position Washington state as national leader in STEM
- Reframes STEM as cutting-edge and desirable
- Company engagement, sending important message to legislature and students

# Fundraising research and cultivation

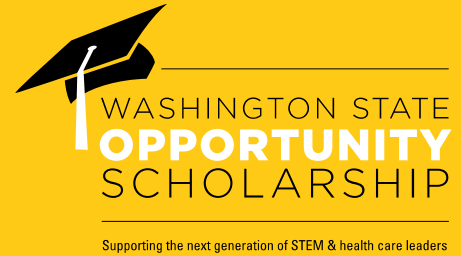


## ACTION

- Gather feedback on the revised case for support and program model
- Cultivate interest in WSOS
- Gather networking ideas for individual donors (including cornerstone families)



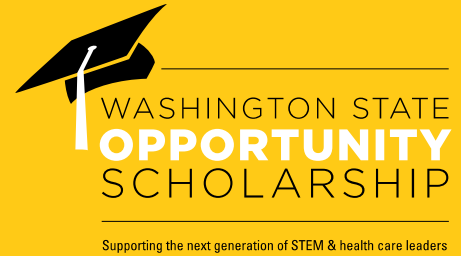
# Fundraising research and cultivation



## NEXT STEPS

- Continue outreach (10-15 interviews)
- Develop cornerstone donor strategies
- Schedule two to four cornerstone donor meetings

# Feedback and cultivation interviews

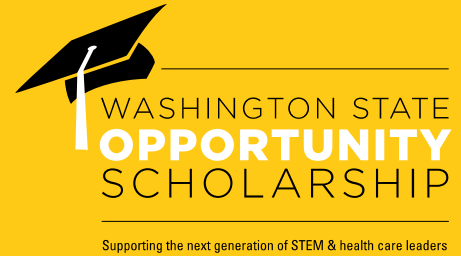


- **Ian Corbridge**, WA State Hospital Association
- **Alan Frazier**, Healthcare executive
- **Bill Lewis**, Lease Crutcher Lewis
- **Jaime Martin**, Snoqualmie Tribe
- **Ruth Massinga**, former Casey Family Programs CEO
- **Scott Redman**, Sellen Construction
- **Paula Reynolds**, Philanthropist
- **Molly Stearns**, Overlake Hospital Foundation
- **Maggie Walker**, Philanthropist
- **John Warner**, former Boeing executive
- **Korynne Wright**, UW Foundation Board

# Key findings to date

- Program needs to be connected to larger effort
- Named scholarships will resonate with funders
- Taking overhead out of equation is attractive to some
- Employers have limited bandwidth

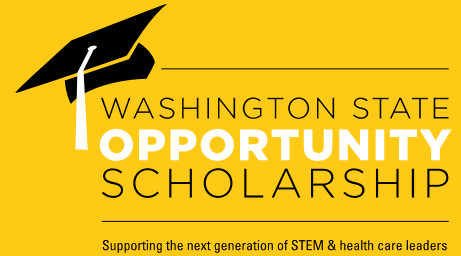
# Statewide employer outreach



## ACTION

- 100 companies identified
- Introduction letter and packet mailed end of June
- Draft outreach plan in place

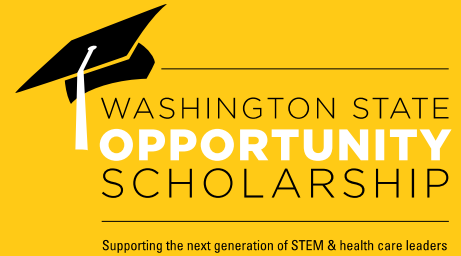
# Statewide employer outreach



## NEXT STEPS

- Continue to meet with employers
- Employer packet developed and distributed statewide (October)
- Meetings scheduled with technology and health care executives (September-October)

# Academic outreach



## ACTION

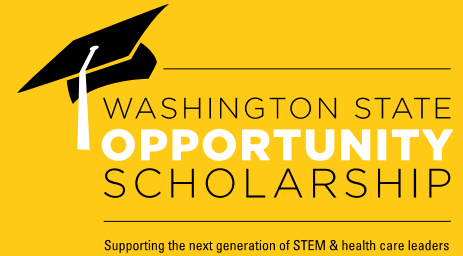
- Seek alignment with two- and four- year colleges and universities and explore fundraising partnerships
- Met with Washington State Board of Community and Technical Colleges
- Met with Independent Colleges of Washington
- Work closely with AG's office to confirm donor options for giving

# Academic outreach

## NEXT STEPS

- Schedule and conduct confidential interviews with community college presidents and advancement leaders at four-year public and private institutions by end of July (20 interviews)
- Compile and deliver findings

# Exploring STEM partnerships



## ACTION

- Explore a range of collaborative opportunities with Thrive by Five and Washington STEM
  - Programs
  - Messaging and marketing
  - Fundraising
  - Research

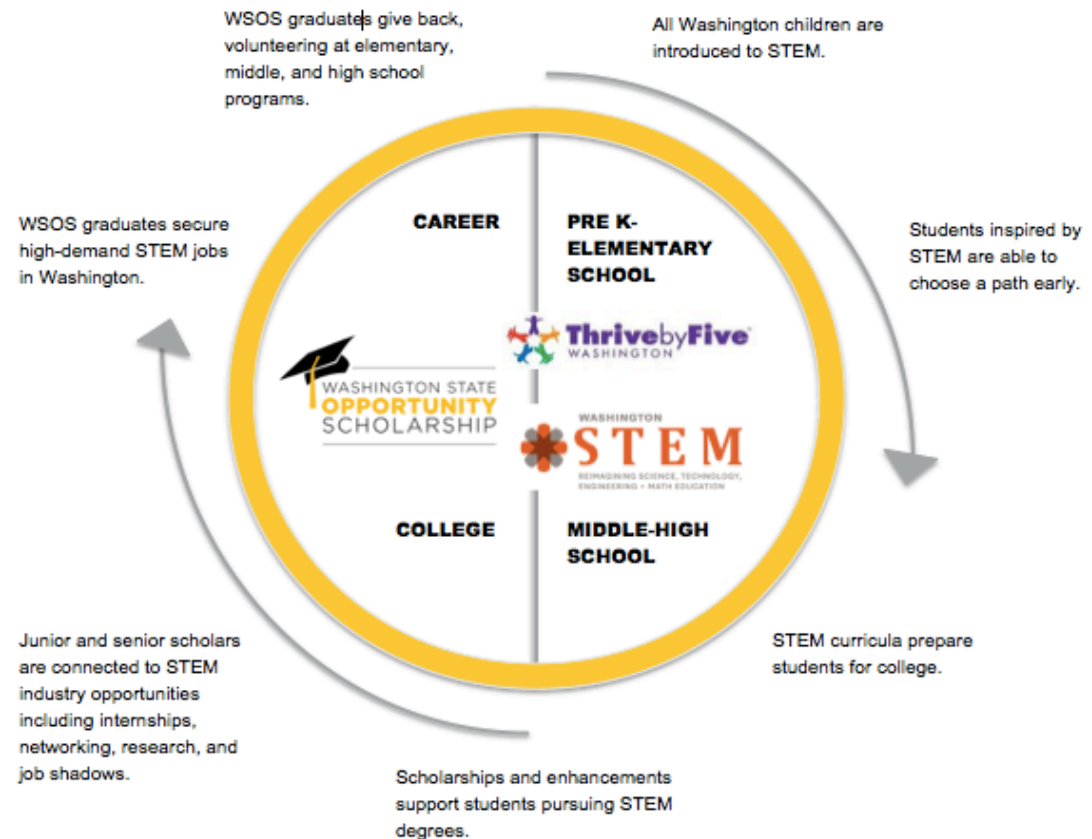




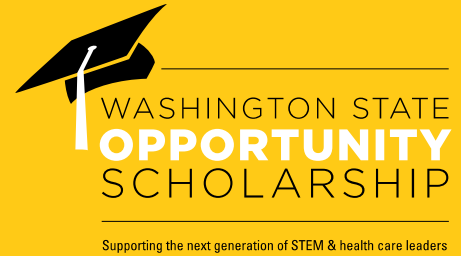
# Exploring STEM partnerships

## NEXT STEPS

- Develop proposal to put in front of potential funders by end of June



# What to expect by end of 2014



- Scholarship package complete
- Employer campaign effort launched
- Cornerstone families approached
- Microsoft Workplace Giving campaign in place
- STEM trio plan in place and shopped around

# Questions?



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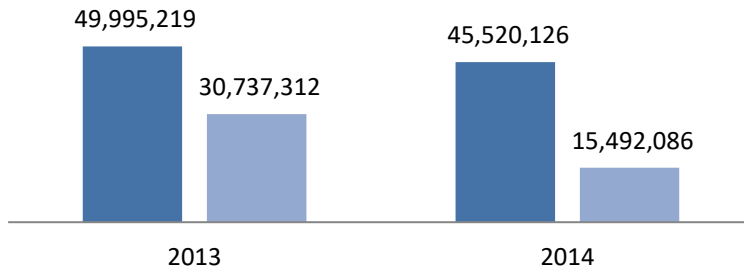
# FINANCE

June 25, 2014

# WSOS Balance Sheet

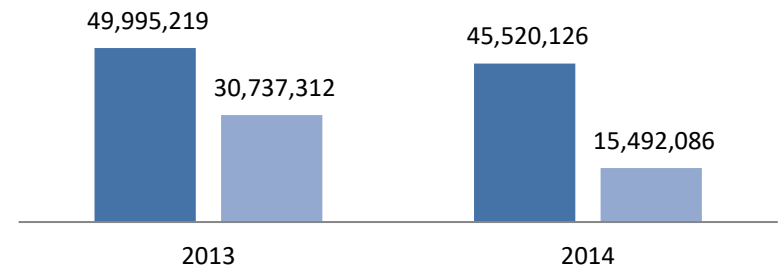
**Comparison to FYE**  
*6.30.13 and 5.31.14*

■ Assets ■ Net Assets



**Comparison to FYE**  
*5.31.13 and 5.31.14*

■ Assets ■ Net Assets



# WSOS Balance Sheet



Supporting the next generation of STEM & health care leaders

Washington State Opportunity Scholarship							
Comparative Balance Sheets							
Period Ending May 31, 2014							
	Comparison to FYE			Comparison to same period LFY			
	6/30/13	% Change	5/31/2014	5/31/13	% Change	5/31/2014	
<u>Assets</u>							
Cash	3,408,717	-63%	1,248,180	3,808,329	-67%	1,248,180	
Investments	22,164,520	4%	23,158,274	17,164,194	35%	23,158,274	
Pledges Receivable	24,421,982	-14%	21,113,672	29,017,788	-27%	21,113,672	
Total Assets	49,995,219		45,520,126	49,990,311		45,520,126	
<u>Liabilities and Net Assets</u>							
Accounts Payable	210,105	210%	651,184	236,895	175%	651,184	
Scholarship Commitments	19,047,802	54%	29,376,857	19,652,593	49%	29,376,857	
Total Liabilities	19,257,907	56%	30,028,041	19,889,488	51%	30,028,041	
Total Net Assets	30,737,312	-50%	15,492,086	30,100,823	-49%	15,492,086	
Total Liabilities and Net Assets	49,995,219	-9%	45,520,126	49,990,311	-9%	45,520,126	

# WSOS Income Statement



Supporting the next generation of STEM & health care leaders

## Washington State Opportunity Scholarship Income Statement for the Eleven (11) Months Ending May 31, 2014

Actual vs Budget | Prepared on Accrual Basis

	Eleven Months ended May 31, 2014			FYE June 30, 2014
	Actual	Budget	Variance Fav (Unfav)	Annual Budget
<b>Revenue</b>				
Private	\$ 2,252,962	\$ 20,000,000	\$ (17,747,038)	\$ 20,000,000
Public	-	-	-	-
Investment Income	(4,580)	247,155	(251,735)	288,816
<b>Total Revenue</b>	<b>2,248,382</b>	<b>20,247,155</b>	<b>(17,998,773)</b>	<b>20,288,816</b>
<b>Expense</b>				
Scholarship	16,062,284	10,017,589	(6,044,695)	11,977,889
Professional Fees (CSF, Pyramid & CoFen)	1,431,324	1,696,111	264,787	1,850,303
<b>Total Expense</b>	<b>17,493,608</b>	<b>11,713,700</b>	<b>(5,779,908)</b>	<b>13,828,192</b>
<b>Net Income (Loss)</b>	<b>\$ (15,245,226)</b>	<b>\$ 8,533,455</b>	<b>\$ (23,778,681)</b>	<b>\$ 6,460,624</b>

# WSOS Cash Flow



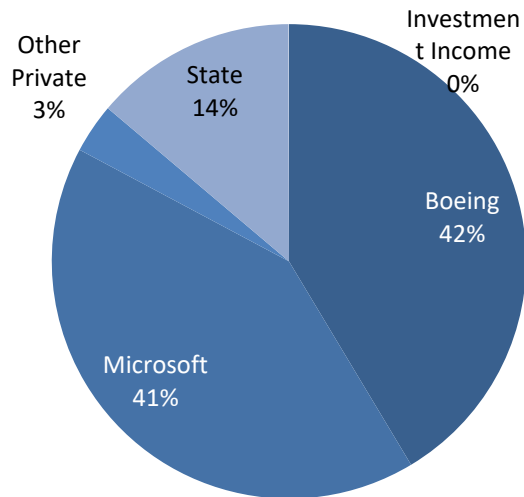
Supporting the next generation of STEM & health care leaders

Cash Flow and Reconciliation to Net Assets			
Inception-To-Date			
Through May 31, 2014			
Inception -- May 31, 2014			
	<u>Scholarship</u>	<u>Endowment</u>	<u>Total</u>
<b><u>CASH FLOW</u></b>			
<b>Cash Inflows:</b>			
Boeing	7,500,000	7,500,000	15,000,000
Microsoft	7,500,000	7,500,000	15,000,000
Other Private	729,640	494,393	1,224,034
State	5,000,000	-	5,000,000
Investment Income	6,405	5,779	12,184
Total Cash Inflows	20,736,045	15,500,172	36,236,217
<b>Cash Outflows:</b>			
Scholarships	(8,657,402)	-	(8,657,402)
Program Administrator and Marketing	(3,172,360)	-	(3,172,360)
Total Cash Outflows	(11,829,763)	-	(11,829,763)
	8,906,282	15,500,172	24,406,455
<b>Net Cash Flow Inception-To-Date &amp; Balance of Cash &amp; Investments May 31, 2014</b>			
	8,906,282	15,500,172	24,406,455

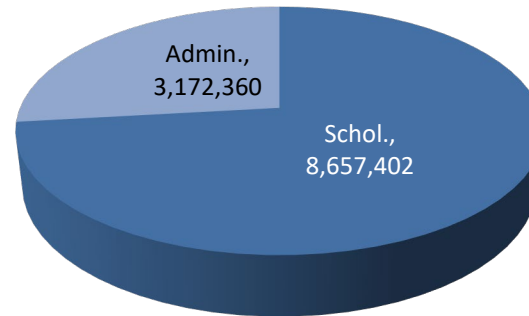


# WSOS Cash Flow

**Inflows**



**Outflows**





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# POLICY & ADVOCACY UPDATE

June 25, 2014

# Legislative support

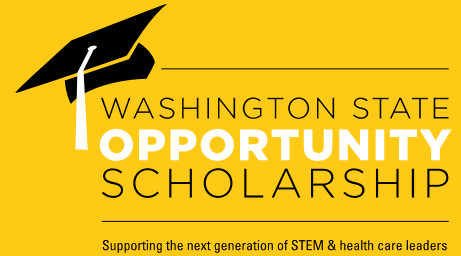
- “From my point of view, WSOS is a win win win. By helping students, employers, and the state—this is really a match made in heaven.” **Frank Chopp, Speaker of the House**



# Updates

- CoFen contract expiration
- Juliette Schindler Kelly
- Expansion Fund
- Board Expansion

# Board Expansion



- Boeing board candidate update
- Recommend five new members plus a candidate from Boeing first week of July

# Prospective Board Members



Supporting the next generation of STEM & health care leaders

## WESTERN WA

- Governor Christine Gregoire
- Governor Gary Locke
- R. Miller Adams, President & CEO, GR Nano Materials
- Colin Moseley, CEO, Green Diamond
- Brent Schaefer, President, Phillips Medical Systems
- Ted Baseler
- Mark Horak, CEO, Outerwall
- Spencer Rascoff, CEO, Zillow
- Jeremy Jaech, VC
- Phyllis Campbell, JP Morgan
- Melanie Dressel, CEO, Columbia Bank
- Wes Pringle, CEO, Fluke
- Rich Barton, Founder, Zillow
- Dara Khosrowshahi, CEO, Expedia
- Mark Vadon, Founder, Zulilly and Blue Nile
- Jon Roberts, Founder, Ignition Partners
- Lee Hood, President, Systems Biology
- Steve Davis, CEO, PATH

## EASTERN WA

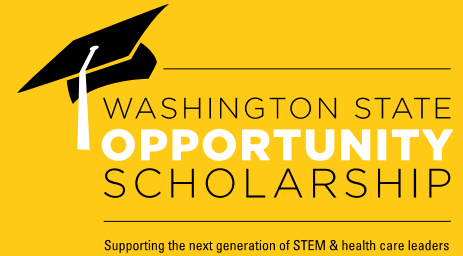
- Mike Wilson, former CEO, Providence Health Care (Sacred Heart & Holy Family)
- Stacey Cowles, Publisher, Spokesman Review
- Scott Morris, CEO Avista

# CSF PROPOSAL

June 25, 2014



# The Proposal's Four Elements



## **STEM Pipeline**

WSOS will increase STEM career aspirations statewide, attracting qualified applicants to the WSOS scholarship and, ultimately, to STEM and healthcare majors at colleges statewide, by partnering with other community-based organizations.

## **Scholar Retention**

Based upon the premise that real world relevance positively influences persistence in college fields, WSOS Scholars currently enrolled in college will be connected with opportunities to access authentic practice/practitioners through WSOS signature events such as an Innovation Summit, experiential learning, STEM professional mentors and STEM networking events in their local area.

## **Scholar Transition**

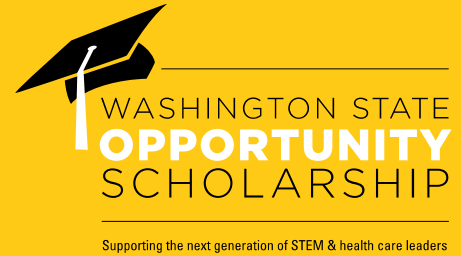
Scholarship and wrap-around supports will enable scholars to successfully transition from college to high demand fields with the contributions of WSOS STEM support services staff, key CSF administrative team members, technology platforms, campus partners, industry leaders and mentors.

## **Administration**

WSOS will be sustained through the foundation's fundraising efforts and effectively managed to help close the skills gap in Washington State.



# Anticipated Outcomes



- WSOS achieves a defined and influential role in the comprehensive preK-20 pipeline to increase demand for STEM education.
- 750 new scholarships are awarded annually.
- At least 65 percent of WSOS Scholars persist in post-secondary STEM and Healthcare-related courses and majors at Washington State 2- and 4-year colleges and universities annually.
- At least 75 percent of WSOS graduates report obtaining employment in Washington State within one year of graduation.
- At least 50 percent of WSOS graduates report obtaining employment in high demand fields within 18 months of graduation.

# Projected Expenses



Supporting the next generation of STEM & health care leaders

Core Services	2014-2015	2015-2016
Scholarships	\$11,637,525	\$11,358,375
Pipeline Expansion	\$137,219	\$139,963
Scholar Retention	\$431,366	\$439,993
Scholar Placement	\$270,756	\$276,171
<b>Sub-TOTAL</b>	<b>\$12,476,866</b>	<b>\$12,214,503</b>
Support Services		
General Administration	\$658,410	\$671,578
Fundraising	\$481,988	\$445,728
<b>Sub-TOTAL</b>	<b>\$1,140,398</b>	<b>\$1,117,306</b>
<b>TOTAL EXPENSE</b>	<b>\$13,617,264</b>	<b>\$13,331,809</b>



# EXECUTIVE SESSION

June 25, 2014