



WASHINGTON STATE OPPORTUNITY SCHOLARSHIP BOARD MEETING SEPTEMBER 16, 2015, 4:00-5:00 P.M., MICROSOFT CAMPUS MINUTES

The Board of Directors of the Washington State Opportunity Scholarship (WSOS) met on September 16, 2015 at the Microsoft headquarters in Redmond, Washington.

Board members: Brad Smith (Board Chair), Mack Hogans and Gary Rubens present; Miller Adams, Diane Cecchetti, Antony Chiang, Stan Deal, Kimberly Harris, Jane Park, Jim Sinegal, and Mike Wilson by phone.

Additional attendees: Naria Santa Lucia, Jane Broom, Erin Ashley, Kimber Connors, Karyl Gregory, and Megan Nelson present; Theresa Britschgi, Alicia Craven, Joe Gaffney, Paul Kruglik, Caroline Maillard, Darrell Powell, Vickie Rekow, Juliette Schindler Kelly, Dave Stolier, Keith Swenson, and Yolanda Watson Spiva by phone.

Meeting Called to Order

Having a quorum of the Board, Brad Smith, Board Chair of WSOS, welcomed everyone to the board meeting at 4:01 pm.

Mack Hogans moved that the minutes of the June 24, 2015 meeting be approved. Gary Rubens seconded the motion. The motion carried unanimously.

Hogans introduced Gary Rubens as our new WSOS Board member.

Program Updates

Student Supports

Naria Santa Lucia, Executive Director of WSOS, provided an update on WSOS student support services throughout the fall semester which will include 12-15 fall welcome events on various college/university campuses, 3-4/month industry exploration events, and our next "Skills That Shine" workshop on Networking by Boston Consulting Group on November 13th.

Scholarship Promotion & Administration

Santa Lucia reported that our goal is to fund 1,450 new Scholars this fall. In order to target our promotion efforts, a heat map has been developed to identify 180 target high schools. We are partnering with WA STEM and their seven networks in order to complete effective outreach efforts.

Santa Lucia further reported that the Attorney General's Office is clarifying the statute for qualification as a resident. WSOS is closely following this clarification because it may enable more students to qualify for our Scholarship.

Development

Santa Lucia reported that we are working closely with Microsoft's Give Campaign. Our WSOS team is targeting the procurement of 100 items for Microsoft's online auction. Brandon Yu, WSOS Communications Assistant, is working 20 hours with the Microsoft team to set up the online auction items.

Santa Lucia additionally reported that WSOS is the sole beneficiary of GeekWire's Geeks Give Back giving campaign. A new relationship with New Tech Seattle has been established and WSOS is their sole beneficiary as well. Finally, Santa Lucia reported that donations to WSOS from the Rubens Family Foundation, Microsoft, and the Ballmer Foundation have led to a lot of recent buzz about WSOS in the media.

OpportunityTalks Breakfast

Erin Ashley, WSOS Director of Corporate Relations, reported on the upcoming fundraising OpportunityTalks Breakfast on November 17th. The goal in sponsorships was set at \$100K and \$124K has already been received. The 19-person Executive Leadership Committee is comprised of non-board members. The responsibility of each board member is to host a table with ten guests and one WSOS Scholar.



Finance & Investment (F&I) Committee

Darrell Powell, CSF's new Chief Financial & Administrative Officer, was introduced by Hogans.

Hogans stated that the Finance & Investment Committee met on September 14th and reported that WSOS finances are strong and are getting stronger. The second quarter report from the Washington State Investment Board (WSIB) indicates that benchmarks have been exceeded. He also noted that the Committee is comfortable with the current investment policy and strategy and the Committee does not propose anything new to the Board. \$13.6M in scholarship funds was transferred to the WSIB on September 11th.

Hogans and Dave Stolier, Senior Assistant Attorney General, confirmed that the Attorney General's Office has not yet issued a decision on allowing public funds to be invested in equities.

Hogans reported that there is a vacancy on this Committee with the departure of Terry Gillespie who served an additional year past her original term. Gary Rubens was invited to consider joining the committee.

Program Discussion

Smith introduced a discussion on eligible majors. Santa Lucia reported that when the Scholarship was first formed, Cohort 1 used one list of eligible majors and Cohort 2 used a different list. The same 367 eligible majors have been used for subsequent cohorts. A committee was formed last spring to review the list of eligible majors and bring a recommendation to the Board for revising the list. The committee determined it would be best to use a formula for selecting eligible majors. Committee member Caroline Maillard was charged by the committee, with Hogan's assistance, to find the most reliable data. The formula will ensure that eligible majors are in an appropriate field of study (STEM, STEM-related education, or health care), high-demand, and available as a bachelor's degree program in Washington State. Kimber Connors, CSF Research & Evaluation Officer, was tasked with sourcing the best data. Connors reported that there is not much data available so she relied on a report by the Office of Financial Management (OFM) which classifies CIP codes as STEM and high-demand. While OFM's definition of "high-demand" was of questionable reliability, the Board determined that it will serve as an adequate foundation as the data source for adding, removing, and keeping eligible majors. The recommended list removed 240 eligible majors and added 55. The original list of 367 now contains 181 eligible majors. The committee recommends that Scholars can use either the former list of 367 majors or the new list of 181 majors to qualify for the Scholarship. 610 majors are included on the backend list.

A discussion ensued on what constitutes a high-demand major and how the committee selected majors as high-demand. Refinement of the definition of "high-demand" was recommended for future evaluations of the eligible majors list (to be reviewed annually). Connors reported that the Workforce Training & Education Coordinating Board in Washington may be a possible future partner in determining high-demand majors. Rubens asked if the State surveys companies on their future hiring needs for the purpose of establishing high-demand majors, but Connors has not heard of such a project. It was determined that the committee will closely monitor the recommended list of 181 majors and the criteria for selecting them with a particular eye toward the definition of "high demand."

Scholarship Services performed an analysis on the impact of the recommended list of 181 majors on students who had previously applied and were denied because their major was deemed ineligible. 71 students fit this category and by next spring, most of them will have graduated. A petition process will be initiated for those students who were denied the Scholarship within the past two years. Further, an announcement will be placed on the WSOS website. This affects 1% of the group. In addition, deans at the various colleges and universities will be notified.

Consideration was given as to whether the reduction of eligible majors might jeopardize the enthusiasm of the WA legislature in continuing their support of WSOS. It was concluded that since the WSOS Board is removing those majors which are not offered at WA universities, the Legislature would see the revised list of eligible majors as more beneficial to Scholars.

Hogans made a motion to approve the criteria for selecting eligible majors and the revised list of 181 eligible majors. Stan Deal seconded the motion. The motion carried unanimously.

Internship Stipends

Santa Lucia suggested that a valuable approach to using additional funds to WSOS would be Board approval of a pilot internship stipend. Connors presented the rationale for this pilot program which would provide a \$5,000 internship stipend to 50 rising college juniors and seniors during the summer of 2016. Scholars would be responsible for finding their own full-time internship. The stipends would be funded by the call to action at the OpportunityTalks Breakfast with the goal of raising \$250K. If more money is raised, then more Scholars will benefit.



Hogans asked how this might impact a potential donor attending the Breakfast whose company typically pays their interns. Smith indicated those companies could either pay their intern or they could donate the \$5,000 stipend to WSOS on behalf of their intern. It was decided to move the internship discussion to the December 2015 meeting.

The Board went into Executive Session at 4:50 pm.

Respectfully submitted,
Karyl Gregory