

**IAIA Foundation  
Board of Directors Meeting  
Lloyd Kiva New Welcome Center – 2<sup>nd</sup> Floor Conference Room  
August 8, 2017**

**MINUTES**

**Board Members Present:** Charmay Allred, Dorothy Bracey, Colleen Cayes, Melissa Coleman, Stock Colt, Michael Daly, Raven Davis-Mayo, Bob Harcourt, Kelly Huddleston (telephonically), Peter Ives, Sherry Kelsey, and Chuck McKittrick (telephonically).

**Board Members Absent:** Tony Abeyta, Mark Bahti, and George Rivera.

**Staff and Guests Present:** Eileen Berry, Dr. Robert Martin, Beverly Morris, Judith Pepper, Angela Sedillo, and Mary Silentwalker.

The meeting was called to order by Sherry Kelsey at 10:07 a.m. A quorum was established.

**Positive Notes:** Raven Davis-Mayo presented Judith Pepper with a bouquet of flowers, welcoming her to her first Foundation Board meeting.

**General Business:** Melissa Coleman moved to approve the Agenda. Bob Harcourt seconded the motion. The motion to approve the Agenda was passed unanimously.

Dorothy Bracey moved to approve the Minutes of May 9, 2017. Stock Colt seconded the motion. The motion to approve the Minutes was passed unanimously.

**President's Report:** (Please see Report of the IAIA President in its entirety.) Dr. Martin provided a brief overview regarding his Report and answered questions from the Board.

- Improve Student Success
  - IAIA is participating in Achieving the Dream (ATD), an institutional effort to promote student success. The program is being funded by the Great Lakes Higher Education Guaranty Corporation (GLHEGC). GLHEGC is providing this funding to about 34 tribal colleges, including IAIA. IAIA participates in four other GLHEGC programs; student emergency financial aid, paid internships, financial literacy, and piloting the Carnegie Math Pathways, an individualized math education program.
  - Dr. Martin attended the Tribal College and Universities (TCU) Presidents Convening, in Princeton, NJ, from August 1-4, to address the challenges facing higher education and evolving needs of the nation's workforce. The focus was on student success, helping students graduate and transition to careers. The trip was funded entirely by Educating Testing Service and The Strategy Network.
  - The 15 to Finish Program, an initiative directed toward students receiving their degree within four years, has been implemented for the 2017 Fall Semester.
  - PELL Grants are now available year-round.
  - There is a slight increase in enrollment from 2016; 329 students have been accepted for the Fall 2017 semester.

- Summer Bridge Program changed focus from high school students to freshman to assist in preparing for college and navigating through academic and student life programs. Fifteen freshman participated in this summer's program. The goal is to increase to thirty students in the coming years.
- IAIA awards more than \$500,000 in scholarship funding to our students. Fall Scholarship Awards Dinner is scheduled for September 14, 2017 at 5:30 p.m. Cheryl Crazy Bull, President and CEO of AICF has been invited to be the keynote speaker.
- Strengthen Academic Programs
  - The academic programs have undergone some restructuring as part of the development initiated in the first strategic plan. Lara Evans was appointed as the new Associate Dean of the Academic Division. The Academic Technology Department will now report to the Director of Information Technologies. The focus is growing online enrollment.
  - With the PAF nearing completion, a BFA is being developed. Interviews are ongoing for Department Chair and a visiting professor.
- Build College Community
  - The publication of an alumni booklet, highlighting alumni accomplishments, was underwritten by Robert Harcourt and Charmay Allred, and was coordinated by Ryan Flahive, IAIA Archivist. Copies will be available for all Foundation Board members.
  - The Performing Arts and Fitness Center is scheduled to be completed in November, with a planned dedication on November 6, coinciding with our annual Open House.
  - FY2017 Budget – received full forward funding, a one-time increase of \$5.1 million. Another increase of \$216,000 was received for pay costs, other fixed costs, and academic program requirements.
  - IAIA will be asking the State for \$400,000 to complete the final phase of the HVAC system replacement in the Academic Building and an additional \$200,000 to address Americans with Disabilities Act (ADA) compliance issues.
  - The three-year grant funding from Margaret A. Cargill Philanthropies will end in December. IAIA was invited to submit a second three-year funding proposal, which was done for \$1.2 million. The funding proposal was increased to \$1.5 million, as suggested by Gabby Strong, MACP Program Officer. This will support an administrative support position and extend the Artists in Residence program from three to six weeks.
- Institutional Strategic Priorities
  - Increase the size of IAIA's Endowment within 3 years.
- Miscellaneous
  - IAIA is working with the University of New Mexico on a text book, The American Indian 101. Patsy Phillips, Tatiana Lomahaftewa-Singer, and Ryan Flahive, contributed essays. Copies will be available upon completion.
  - A discussion on strategic partnerships and exchange programs was held. Meow Wolf, Stage Coach Foundation, CCA, and the Coen brothers were mentioned.

- Chuck McKittrick requested an update on the status of the Student Emergency Fund.
- The Foundation Board was requested to move its next meeting to November 7 to coincide with the Board of Trustees being on campus for the Dedication of the Performing Arts and Fitness Center and Open House. A joint luncheon will be scheduled with the Board of Trustees and the Foundation Board, location to be determined. The Foundation Board agreed to reschedule the next Board meeting to November 7, 2017.

**Presentation:** Mary Silentwalker, Director of Admissions and Recruitment  
 Mary Silentwalker provided an overview of Admissions and Recruitment office. A&R's brochure was provided to the Board.

- Current enrollment is at 593, a combination of dual credit, online, and MFA students, with approximately 280-300 on campus.
- An Admissions and Recruitment brochure was developed three years ago and provides statistical information; degree programs, tuition, admission requirements, and financial aid, and contains pictures of the campus. The brochure is updated each academic year.
- The application process has been automated and the application is available online and lists specific requirements for freshman, transfer, and online students.
- IAIA has an Articulation Agreement with several community colleges; Santa Fe Community College, CNM, San Juan Community College, Dine College, Navajo Technical, Alaska Southeast, and many others.
- Main targets for recruitment are New Mexico, Arizona, and Oklahoma. Recruiters spend two-four weeks per year recruiting in these areas.
- Other regions include: northern California and Washington D.C.
- Recruiting is also done while attending conferences nation-wide.
  - Conferences are scheduled in New York and Florida.
  - The last conference was AIHEC and was held in Washington D.C.
  - An Elder and Youth Conference was held in Alaska in October 2016.
- Limited travel budget means strategic planning and once a relationship is built, it is sustained before moving on to a new area.
- An estimated 8% enrollment comes from New Mexico pueblos and Navajo is the largest incoming population.
- A&R has a presence during Indian Market with an information booth located in the courtyard of the Museum of Contemporary Native Arts downtown.
- Open House is an opportunity to showcase the school and highlight its various programs and fields of study.
- A&R is working on the development of a recruitment webinar and will be doing a portion of its recruiting through webinars.
- A&R works with Alumni Relations to obtain a list of alumni located in areas of planned recruiting.
- Admissions has automated several processes and procedures and will continue to automate more as time and staff allow.

**Introduction of Judith Pepper/Director's Report** – Director of Institutional Advancement and Director of the IAIA Foundation Board. Judith was welcomed with

a bouquet of flowers by Raven Davis-Mayo. Judith Pepper presented her Directors Report.

- The capital campaign for the Performing Arts and Fitness Center (PAF), *Moving Forward*, is ongoing and has raised \$1,403,000. Fifty-one granite pavers will be inscribed and fourteen significant donors have naming opportunities within the new building. The dedication is planned for November 6 and will coincide with the school's Open House.
- Dr. Martin has approved the transfer of \$500,000 of unused donations from the Welcome Center Capital Campaign to the Moving Forward Capital Campaign.
- A strategic planning retreat for the Foundation Board is in the planning stages. Agenda items will include goals and objectives for the Board, the role of the Office of Advancement, building an Endowment program within 3-5 years, and developing and increasing national, tribal, and corporate partners, as well as major donors. Discussion will include assignments for staff and the Board, as well as various committees and how to gauge achievable results. The retreat will be held November 7, the same time period for the PAF dedication and Open House. The Board of Trustees and the Foundation Board will meet for lunch and initial discussion how the Boards can better coordinate their efforts.
- An Alumni Association is in the development stages and the Board will be asked for input regarding the expectation of what this association can do for the college.
- Gift Acceptance Policy committee will meet again at the end of the month for another review. The GAP is in the final stages. An internal meeting regarding policy will be held with the key groups it will affect. Department Chairs will be present and the policy will be reviewed in its entirety and will then be reviewed by an estate attorney, a CPA, and IAIA's attorney before presentation to the Board of Trustees for final review. The Gift Acceptance Policy must be in place before embarking on an endowment campaign.
- Board member terms and expiration of terms were provided in a Cohort chart and copies were provided to all Board members. This is used as a tool to aid in planning Board growth.
- Yocha Dehe Wintun Nation is the Lead Sponsor—and first \$10,000 donor—for the upcoming Scholarship Auction and Dinner. Tiffany Adams, ASG President, procured the \$10,000 donation. A picture of Dr. Martin and Tiffany Adams with the big check was sent out in an Eblast to the IAIA community and its donors.
- Nusenda Credit Union has a Community Rewards Program and IAIA was invited to apply. Eileen Berry completed the application and it was accepted. IAIA will have a 3-minute video on the Nusenda website and a bus wrap highlighting IAIA students.

## **Reports:**

### **Development Committee:**

- An op-ed piece was written by Dr. Martin and sent to all Board members. The Board was asked to consider having a Board member write an op-ed piece occasionally. Stock Colt volunteered to work on a piece highlighting the collaboration between IAIA and SWAIA.
- Eileen Berry asked Board members to consider various ways to energize the Development Committee and to ask what marketing opportunities exist that can be capitalized upon.

- Virtual communications are the standard. Judith Pepper noted Advancement sent out one Eblast per week for five weeks, highlighting the upcoming Scholarship Auction and Dinner. The Eblast was a success. The focus must be on social media; Facebook, Twitter, Eblast, etc. Press releases have been challenging as the New Mexican tends to ignore them unless they are picked up by the Associated Press.
- Development of the Development Committee is tabled and will be discussed at the November meeting.

Finance and Audit Committee: Judith Pepper provided an update.

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The search is on for a new bookkeeper/accountant.

- The Budget to Actual have been reconciled through part of June. The numbers from QuickBooks were matched to Raisers Edge and are 95% accurate.

Stock Colt moved to accept the financials. Colleen Cayes seconded. The financials were approved unanimously.

Nominating and Governance Committee: Mark Bahti advised the Board that there are two nominations and will be presented to the Board for approval at the November meeting. Mark will review the By-Laws and, if appropriate, will submit the nominations for e-vote.

- Eileen Berry proposed inviting potential nominees to tour the campus, providing a PowerPoint presentation, and a meeting with Dr. Martin, Judith Pepper, and the executive committee. Nominees would be provided with a variety of capacities for support; options would include Board member, advisory or committee member.

**Scholarship and Dinner Auction Update:** Melissa Coleman and Colleen Cayes, Co-Chairs. Colleen provided an update on this year's event.

- The goal for this year is \$200,000 gross.
- Check in process has been streamlined and last year's mistakes have been addressed. Black Tie is the program that will be used for this year's event.
- The silent auction currently has approximately 130 items.
- Live auction has ten items: four experiences and six art pieces.
- Volunteers will be trained prior to the auction.
- Rehearsal will be the Friday before the event.
- Princess Johnson will handle the paddle call portion, providing an enhanced Native and female presence.
- Alumni and student scholarship videos will be played before the live auction and paddle call.
- Stage Coach Foundation has donated the Jean Cocteau Theatre for the 20<sup>th</sup> anniversary of Smoke Signals. This includes a private reception for 50 guests. The experience is valued at \$7,000. The Board committed to \$4,500 to purchase the experience and use it as a cultivation tool. Mark Bahti and Raven Davis-Mayo will bid on the experience.

Eileen Berry noted that two people contacted the Advancement Office after having seen the auction items online and have expressed interest in the Chihuly basket and

the Jody Naranjo pot. These persons are unable to attend. Eileen asked for a volunteer to serve as a proxy bidder. Melissa Coleman volunteered and will be provided their information.

**Other Business:**

Tony Abeyta curated an exhibit of contemporary Native artists at the University of Southern California in Rancho Cucamonga, California. The exhibit is open through January.

Melissa Coleman moved to adjourn the meeting. Colleen Cayes seconded. The motion was passed unanimously.

There being no further business, the meeting adjourned at 12:25 p.m.