

SPSFNWA Board Meeting Minutes  
February 13, 2015  
First Presbyterian Church, Springdale

Board Members Present: Natalie Bartholomew, Ruth Collier, Ric Cooper, Doris Cordes, Jim Crouch, Matt Hicks, Karen Hodges, Beth Tiller, Diane McCready, Kathy O’Kelly, Chris Smith, Glenn Williams, Autumn Hudgins, Gus Orellanos, Deana Duncan, Matt Shelnut and Kami Shrum.

Board Members Absent: Jennifer Cain, John Threet, Carolyn Rehbock, Marcia McCain, Scott Poole

Staff Attending: Jody Dilday, Joy Morris, Carrie DeVore, Christina Meeks

Meeting called to order by Board Chair Ric Cooper at 11:50 AM

Mission Moment featured Amy Russell, senior (graduates in May!) political science major at the University of Arkansas. The mother of 3 children, Amy’s professional goal is to teach. She hopes to enter the M.A.T. graduate program at the U of A; her alternate plan is to follow nontraditional licensure.

**Minutes from November 14, 2014 were unanimously approved.**

Treasurer’s and Finance Committee Report was presented by Chris Smith. Key points included:

- Favorable 2013 audit by Porterfield and Company. Audit report will be posted to website
- \$343,000 in scholarships awarded
- Revenue is at 121%
- Strong budget performance has allowed \$176,000 to be added to reserves
- Ending balance is \$677, 959. Adding fund raising to date places organization at over 2 million

**Motion to accept audit report was seconded and passed unanimously.**

Pathway to Prosperity campaign update was presented by Fred Hueston. Key points included:

- To date, 49 gifts and pledges have been received, totaling \$638,723, or 29% of goal
- Average first time gift of \$16, 965 unprecedented in Dr. Hueston’s experience
- The Crouches are leading the campaign effort, with monthly steering committee meetings the first Tuesday of the month. Board encouraged to think of additional steering committee members
- Windgate Foundation has given a \$100,000 matching challenge grant to the campaign Another challenge opportunity is \$25,000 from the state SPSF organization, with \$12,500 going to Carroll County and \$12,500 to Madison County
- An anonymous donor has pledged \$150,000 to be used as a challenge grant
- There are 17 new \$25,000 endowed scholarships

Executive Director’s Report – Jody Dilday

- “More and More” Strategic Plan was updated (see handout in packet) with fundraising increasing by over 30 % and number of scholarships awarded by 6.52%
- Christina Meeks re-introduced as pivotal in outreach efforts to potential students

- Students who have applied for a scholarship but who need to increase their GPAs will be invited to professional development workshops to involve them as part of the “family”
- Workshops are now open to the public, such as the coming “Financial Freedom” workshop in partnership with the Boys and Girls Club
- Discussion of Five Year Scholarship Distribution Analysis (handout). There are five types of scholarships – basic, merit, endowed, mini/back to school, and graduation. Handout shows increase and/or decrease of each with explanatory notes
- Explanation of Output Performance and Outcome Performance Measure SPSFNWA must provide annually to the Walton Family Foundation (handout). Examples include: 1) Beginning in 2014 and annually board members will introduce at least 80 new prospective donors, and 2) Beginning in 2014 and annually at least 300 applications will be submitted by single parents in Washington, Carroll, and Madison Counties.
- Jody explained how to access and use the new Board Resource page of the SPSFNWA website. Go to [www.spsfnwa.org](http://www.spsfnwa.org), click on “about,” scroll to “board/staff leadership, and choose “board of directors resources/content” from the menu. Enter using this password: spsfnwaboardmember.

The Financial Development Committee Report was presented by chair Diane McCready

- Merit scholarships given to recipients for the holidays as well as adoption of families by businesses and churches were gratefully received
- Jingle Mingle brought in \$16,900 with expenses totaling \$5,950
- Cajun Jamboree brought in \$8, 578 with expenses totaling \$3,368
- Upcoming events include Casino Night, a 3<sup>rd</sup> party event, at the Aloft Hotel on April 4 and Spark of Hope on June 18 at the Fayetteville Town Center

Board Development/Nominating Committee Report was presented by Jody Dilday for Scott Poole:

- Three nominations for the Community Leadership Council were approved: Sherri Thomas, Sam’s Club; Gaven Smith, J.B. Hunt; Monica Franco, Tyson Foods

Scholarship Policy Committee Report was presented by chair Karen Hodges

- **A motion to approve Medical Coding, NTI, as an option under the Professional Certification Scholarship and Northeast Technology Center Practical Nursing Program as an option under the traditional scholarship was approved unanimously.**
- **A motion to approve the use of SPSFNWA scholarship for tuition and fees in a summer study abroad program was approved unanimously**

Staff reports were referenced in the Board packet. Christina Meeks gave a brief report on outreach activities to date, including the Alumni Association meeting on January 22, with the resultant “alumni outreach” as focus for first semester of 2015.

Meeting adjourned at 1:10 PM.

Respectfully submitted, Karen Hodges for Jennifer Cain