

**United Way of Anchorage
Board Meeting
October 26, 2016, 4 p.m.
Wells Fargo Conference Room**

Members Present (17): Mike Abbott, Belinda Breaux, Jay Butler, Laurie Butcher, Dan Clark, Kitty Farnham, Keith Hand, Rick Fox, Dick Mandsager, Jordan Marshall, Joe Marushack, Frank Paskvan, Natasha Pope, Cory Quarles, Jack Sheppard, Janet Weiss, David Wight

RSVP Regrets (5): Joe Everhart, Charles Fedullo, Beth Stuart, Susan Parkes, Ann Penniston

Call to Order: In the absence of Board Chair Joe Everhart and Vice Chair Susan Parkes, Treasurer Keith Hand called the meeting to order at 4:05 p.m.

CONSENT AGENDA

Mike Abbott moved to accept the consent agenda (September 28 meeting minutes and September financials) as presented, Laurie Butcher seconded, and the motion passed unanimously.

AGENDA ITEMS

Executive Committee Report:

Keith Hand congratulated Charles Fedullo and Strategies 360 on winning an American Marketing Association – Alaska Chapter Award for radio advertising. UWA also won three awards this year: events (Guinness World Record), brochures (Emerging Leaders new member package), and branding (Emerging Leaders brand development). UWW recognized Wells Fargo for once again executing United Way's top campaign – a position it has held since 2009. UWA highlighted the award on social media. Kudos to Janet Weiss who, dressed in a Sumo wrestler suit, volunteered in a dunk tank on the North Slope raising about \$3,000 (employees were paying to dunk their boss). There were other company leaders and supervisors who participated as well.

Keith Hand called for Board officer nominations for 2017. The Executive Committee serves as the Nominating Committee and will propose a slate of officers at the December 7 meeting so Board members are encouraged to let the Committee or staff know if they are interested in stepping up to leadership.

Audit Committee Report:

Frank Paskvan reported that the audit by Altman Rogers is clean with no material findings or issues identified. The Audit Committee recommends that the Finance Committee make a long term plan for the Success by Six building and succession planning for the CFO. The Board suggested that best practice is to have Board review the 990 before filing and delegated that to the Finance Committee and the Committee will bring any issues to Board if necessary.

Community Campaign Update:

Elizabeth Miller reported on the workplace campaign: Oil and support companies campaigns are struggling, but it's still early. BP is even with last year. GCI and Enstar are trending up. Alyeska is on track to make goal, but goal was set at 13% below last year. New accounts include Alaska Heart Institute, ASRC Energy Services, SteamDot Coffee, Imaging Associates, Anchorage Wellness, and RDI.

Fundraising objectives beyond workplace were set to: (1) increase the relevance of UWA in the minds of Anchorage residents as the partner for community change work and; (2) inspire new and increased fundraising/investment via more personalized strategies for a variety of targeted audiences. The goals are to:

- Increase engagement and build segmented database of 1,000 new contacts -- less than 100 new names so far, most came from the kick-off event. UWA staff members have staffed tables at a few other events, with little success.
- Increase the number of dollars raised from outside the workplaces to \$175,000 -- \$45,000 to date. Plans include house parties, impact tours, affinity groups such as Emerging Leaders (almost 70 signed up for the Spark event) and Tocqueville which had a very successful cultivation event at Kevin and Dore Meyers' home on October 12, with 50 guests.
- Experiment strategically with targeted audiences, products, messages, and vehicles -- targeted outreach to retirees (via ambassadors and special messaging via letter) and other non-workplace individuals who have given to UWA in the past and launching a virtual "catalog" campaign for holiday gift giving ideas.

Income Update:

Sue Brogan reported that the Emergency Cold Weather Shelter system for families launched 10/1. Last year, the system served 69 families (196 individuals). This year, 8 churches are participating for coverage every night.

To help stabilize the 16,000 of Anchorage families making less than \$53,000 yearly, UWA is offering free tax prep, Alaska Saves, one-on-one coaching to prepare their own tax returns, credit counseling, money management skills, and community events, like the Financial Fitness Fair. Volunteer recruitment efforts are currently underway for the 2017 tax prep efforts.

Many of the strategies that UWA has tried in Anchorage to combat homelessness haven't worked, so UWA and partners are pivoting to different approaches. The Municipality of Anchorage, Anchorage Coalition to End Homelessness, and UWA have joined forces to lead this effort. The plan addresses single adults, families, and youth. UWA is continuing its work around rapid rehousing for homeless families. A group of community providers is focusing on 35 families to be housed as quickly as possible and then the partners will work with them over the course of a year to help them stay housed through case management, possible interactions with their landlords, and connection to supports like workforce development and money management classes.

Education Update:

June Sobocinski shared the 90% Graduation by 2020 dashboard that serves as an overview of UWA strategic community plan to raise the graduation rate. A 5 year graduation rate was added: it is 86.4%, up .5% from last year.

In the ready for kindergarten area, the plan is to reach 100% Anchorage Imagination Library enrollment. There were 10 Countdown to Kindergarten family engagement events since August; five more are scheduled in November. 98% of people who completed a survey at the event said they learned activities to do at home with their children. There are currently 28 programs from the Anchorage area (53 students) participating in the voluntary quality rating launch. There are 5 levels of quality on the scale; most programs are at level 1 (levels include types of staff training, credentials, planning and instruction, child assessments, observation, and improvement processes for the centers).

In 3rd grade reading, there is a plan to install Reading Oases at two more schools and help schools build volunteer reading buddy program.

In 8th grade math, there are 63 kids at the PLUS schools already connected to supports (after school programs, tutoring, basic needs, and homework clubs starting up the second quarter). UWA is also working on a “STEMming summer learning loss” concept with the Afterschool Network led by the Alaska Children’s Trust.

In student-led action, the youth task force just released parent video on attendance and is meeting with the Mayor’s Youth Commission to scale it to more schools. Credit recovery for at-risk high schoolers is underway: teachers, teacher assistants, a wraparound caseworker, and laptops are in the plan for a classroom at Covenant House and evening classes at North Star Elementary. An ASD data analyst applied for a StriveTogether Tableau Data Fellowship. This is a significant step because if ASD adopts a culture of using data to drive decisions internally and with UWA, progress will be much faster. The ASD data dashboard release is scheduled for November 2.

90% by 2020 Leadership Team member Damian Bilbao (BP) wrote a compelling op-ed piece. And, the 90% by 2020 summer 2016 report highlighted the work on high school graduation. The next report will focus on K-ready. Some FY’16 highlights of UWA annual investment in programs include:

- Almost 118,000 free books distributed to young children
- Nearly 16,000 youth engaged in youth development activities
- Nearly 9,000 received structured skills training and 87% reported increased life skills
- 77% served reported to be more engaged with education, school, and learning
- 89% reported they have an adult to turn to

BP donated \$30,000 to the High School credit recovery effort, which tops off the \$750,000 AT&T Foundation grant. The CIRI Golf Classic brought in \$50,000 for 90% by 2020. The Alaska Community Foundation donated \$25,000 to early literacy/family engagement and \$15,000 to 3rd grade reading. UWA did not win the FNBA Strong Communities award but got great exposure.

Health Update:

Sue Brogan reported that UWA is in its fourth year as a healthcare navigator. Open enrollment begins November 1 and includes expanding outreach efforts and targeting more locations where there are hard to reach populations.

UWA has been working with Anchorage Project Access to increase access to oral health care for vulnerable, uninsured individuals and decrease the incidence of oral health emergencies at ERs. The ER doctors identify patients to get treatment for the underlying cause of their oral health emergency, and end the use of ERs for complications due to lack of treatment. Additional services will also be offered to stabilize, improve, and maintain good oral health. 17 volunteer dentists are participating.

211 Update:

Sue Brogan reported that the heart of Alaska 211’s is ensuring that the connections made between callers and providers are as effective and efficient as possible, and that scarce community resources are being used as prudently as possible. The resources database and the system data is a platform for community planning. Maintaining 211’s relevance in an ever changing climate of information is key to the long-term sustainability of the 211 system.

Motion to adjourn was made by Jay Butler, seconded by Dan Clark, and unanimously approved.

Next Board meeting: December 7, 2016