



ADDENDUM to the Board of Trustees Meeting Agenda

Eastern Wyoming College
Board Room
7-09-2024, 5:45pm

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I. Ratification Approval

- A. Approval of the ratification of the EWC expansion contract with the Architect, Arete Design Group, LLC: Mr. Jim Willox, Converse County Advisory Member**

II. Personnel

- A. Approval of Mr. Bill Engel to the position of Head Men's Basketball Coach / Athletic Director.**
- B. Approval of Mr. Pascal Demmers to the position of Infrastructure Engineer for the IT Department.**
- C. Approval of Mr. Robert Greenwald to the position of Assistant Professor of Agronomy.**
- D. Approval of Ms. Katlyn Rosas to the position of Admissions Representative, Agriculture.**
- E. Approval of Mr. Ryan Tompkins to the position of Admissions Representative, Tourism/Cultural Arts.**
- F. Approval of Ms. Kerry Carr to the position of Medical Assistant Program Director.**
- G. Approval of a new position for the Foundation, Alumni and Communication Coordinator.....2**
This position will be funded by the EWC Foundation.

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III. Additional Executive Session Topic:

Wyo. Stat. § 16-4-405 (a)(iii) - - Potential Litigation.

New Position Justification Form

Position Title: Alumni & Communication Coordinator

Department: Foundation

Submitted By: Lisa Johnson

Date: 7/8/24

1. Position Summary

The Alumni and Communications Coordinator is responsible for alumni development, coordination of alumni events, and communication and correspondence from the Foundation office. This position is also responsible for office administrative support and other functions as directed. This position reports directly to the Eastern Wyoming College Foundation Executive Director.

2. Reason for the New Position

As the portfolio of the EWC Foundation has grown to assets of greater than \$20 million, the Foundation needs to communicate regularly with donors and prospective donors. Top priorities for the Foundation are broader community outreach and establishing an alumni association. The Alumni & Communications Coordinator will coordinate the development and ongoing management of the alumni program with the direction of the executive director; facilitate the development of marketing materials to promote EWC foundation and alumni, including collaboration with the EWC College Relations office; and support the cultivation, solicitation and stewardship of donors by helping with annual giving programs and special events.

3. Strategic Importance

EWC has the opportunity to access \$1 million in matching funds from the State of Wyoming by June of 2026. As the Trustees establish fundraising goals for Eastern Wyoming College, it is imperative that the Foundation be adequately staffed to steward gifts from donors. Identifying alumni and maintaining consistent, professional communication is necessary for developing meaningful relationships that will significantly increase the number of potential donors.

4. Organizational Goals Alignment

The Alumni & Communication Coordinator will support the broader goal of college marketing – *promoting the overall Lancer brand, reputation and academic offerings of the institution* – by strengthening connections between EWC alumni to build future support for EWC.

5. Impact on Resources

The Board of Directors of the EWC Foundation has committed \$53,332 for 100 percent of the salary for this position. The Foundation has also budgeted \$10,000 for starting the alumni program. Office expenses for the Foundation are shared between the Institutional Development budget and the foundation. As the college considers a proposal for creating a Business Innovation Center, the growing foundation staff could be relocated to that center. Until such time, the new position could work from another vacant office on campus.

6. Plan to Institutionalize Position after Funding Ends

The EWC Foundation is committed to maintaining this position long-term.

7. Conclusion

As Eastern Wyoming College establishes a goal to raise \$1 million in the next two years, it is important to steward those funds through enhanced communication and accountability to donors. To increase the overall visibility of the EWC Foundation and enhance the reputation of EWC throughout its service area, connecting with alumni is a key strategy. The EWC Foundation has committed to pay the salary for a new full-time position, the Alumni & Communication Coordinator, to achieve these goals.

Please ensure all relevant information is provided to facilitate the approval process.