

# WOU Foundation

2019 – 20



Western Oregon  
UNIVERSITY



## OUR MISSION

The Western Oregon University Foundation exists to **strengthen** relationships and provide resources in order to **serve** and **support** the mission and vision of Western Oregon University.



# What else you should know....

- Formed in 1965
- Separate 501(c)3 organization
- Total assets \$17,602,554 (as of March 31, 2019)
- A memo of understanding defines our relationship with WOU
- No employees
- 22 Board of Trustees members (bylaws allow for 25)
- Four standing board committees
- Staff is located in The Cottage
- WOU Foundation owns/operates Historic Gentle House



# Advancement

(w/o MarCom)

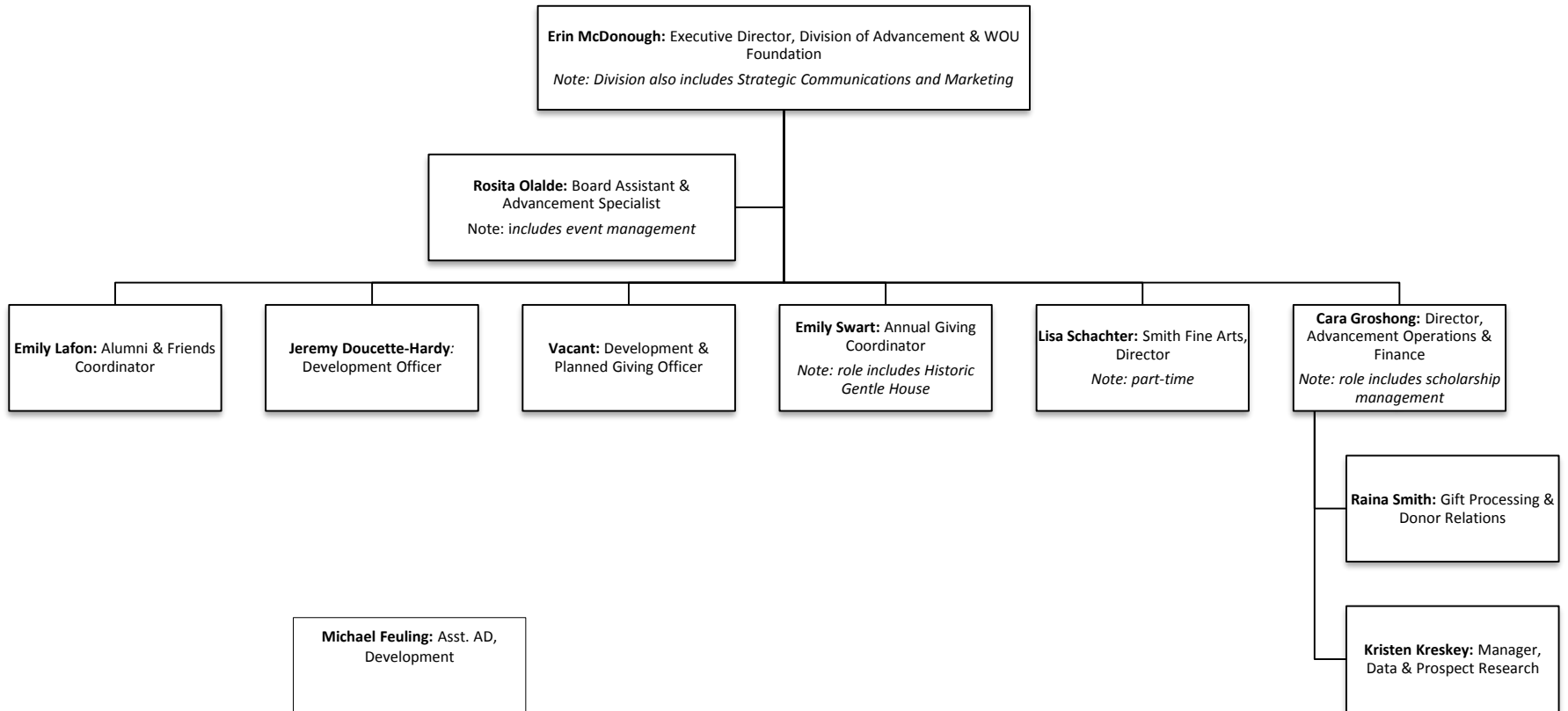
- Advancement is a Western Oregon University division
- Budget from general fund
- Includes advancement operations and Alumni Relations

# WOU Foundation

- WOU Foundation is a separate legal entity with its own Board of Trustees with fiduciary responsibility
- 501(c)3 tax-exempt



# Development, Alumni, Operations



# WOU Foundation Board of Trustees – FY20

## OFFICERS

**CHAIR: Cori Frauendiener '67**, retired

**VICE CHAIR: Mike Morgan '70**, retired

**TREASURER: Ryan Skogstad '03**, Senior Financial Advisor, Capstone Wealth Advisors

**SECRETARY: Pat Stineff '77 '82**, retired

## EX-OFFICIO

**Patricia Flatt**, WOU Associate Professor, Chemistry (Faculty Senate)

**Rex Fuller**, WOU President

**Bill Hansen**, retired (The Emeritus Society)

**Erin McDonough**, executive director (WOU Foundation)

**Victoria Scholerman '04**, (Alumni)

**Madison Knox '22**, student (ASWOU)

**Vonnie Good**, (Smith Fine Arts)

**Rob Findtner '95**, (Staff Senate)

## AT-LARGE

**Kelly Atkinson '84**, Senior Right-of-Way Acquisition Specialist, WSDOT

**Gayle Caldarazzo-Doty**, Community Relations Director, Doty Pruet Wilson, PC

**Judy Corwin '96**, JayCor Marketing & Communications

**Tony Crawford '80**, retired

**Jim Francesconi**, VP of Public Policy, Moda Health

**Scott Hamersly**, principal, Oregon Wealth Management

**Cristian Mendez-Garcia '08**, team manager, T-Mobile

**Carly Neal**, retired

**Betty Pattacolli**, owner, Redhawk Vineyard

**John Schrenk '76**, President & CEO, Marquis Spa



# Campaign Readiness Research (FY19)

1. Hired consultant Shelly Parini
2. Trained students and staff on Appreciative Inquiry
3. Identified “champions”
4. Conducted interviews and focus groups
5. Held Visioning Day in April
6. Report presented June 8

Together We Succeed 2026

# Results: Vision 2026

Ensure every student has the opportunity to have access to a quality educational experience that increases their ability to succeed in our ever-changing global economy and society.



# What we found

Our champions are ready to support:

1. Student scholarships

WHY: Everyone should have access to education

2. Aid for instructional innovation

WHY: Backbone of educational experience

3. Support for facilities and fields

WHY: Depend on well equipped university; front porch activities

4. Reducing barriers to student success

WHY: Keep students on track

5. Student programs that enrich student experience

WHY: Access for students that prepares them for real world

## Actions Need

- Cultivate Major Donors
- Increase WOU profile and strengthen storytelling
- Enhance community networks
- Build strong business connections
- Create capacity for grant development
- Accelerate alumni participation

## Proposed Next Steps

- Phase I: Test, research and filter
- Phase II: Planning and preparation
- Phase III: Design the campaign
- Phase IV: Implement
- Phase V: Complete and wrap-up

# Actions You Can Take

Be a donor.

Be an advocate.

Keep an eye out.

Say thank you.





**THANK YOU!**



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