



**Newaygo County Area Promise Zone Authority Board Meeting Minutes**  
Tuesday, May 14, 2019  
NC RESA Educational Services Center Board Room

**Present:** Dawn Anderson, Tom Boerger, Lori Tubbergen Clark, Holly Moon, Cathy Obits, Carla Roberts, Tim Rossler, Scott Rumsey, Scott Swinehart, Rebecca Tuuk, Don VanSingel, Steve Witter  
**Absent:** Jack Hendon  
**Visitors:** Emily Truax (Recorder)

Chairperson Dr. Lori Tubbergen Clark called the meeting to order at 11:31 A.M.

**Approval of the Agenda:**

Motion by Boerger, supported by Witter, to approve the agenda as presented. Ayes – 9, Nays – 0.  
Motion unanimously carried.

**Approval of Meeting Minutes:**

Motion by Rumsey, supported by Anderson, to approve the February 19, 2019 Regular Meeting Minutes as presented. Ayes – 9, Nays – 0. Motion unanimously carried.

Mrs. Moon arrived at 11:33 A.M.

**Public Participation:**

Dr. Tubbergen Clark opened the floor for any citizens who wished to address the board. There were no requests.

**Dr. Lori Tubbergen Clark, Representative for the Michigan Promise Zone Association (MPZA), presented the following report:**

Dr. Tubbergen Clark extended an invitation for the board to consider attending Promise Net, a national conference for all Promise Zones to share best practices and forward planning. It will be held in Berkley, CA on November 4-5, 2019. The MPZA may have donations available from sponsors to help one member from each Michigan Promise one to attend. More information will be coming mid-June.

Mrs. Obits attended the last MPAZ meeting and reported the following items:

- The next June 12<sup>th</sup> meeting will include a fundraising workshop in this afternoon. This is open to all Promise Zone board members.
- A unified student data management platform from Salesforce was reviewed. MPZA hopes to finalize a decision this spring.
- Information was presented about the Michigan Opportunity program proposed by Governor Whitmer, which would offer students that graduate with a minimum 3.0 GPA to receive \$2500 for the first two years of any four-year college. All graduating seniors attending 20 credits or more per year at a community college would be tuition-free. This would allow Promise Zones to expand their degree and institution offerings. Funding for this legislation is still unknown. The Newaygo County Area Promise Zone would entertain a resolution on the Michigan Opportunity proposal, so long as it's good for the students, the Newaygo County economy and the workforce.

**Dr. Steve Witter, Chair of the Fundraising Subcommittee, presented the following report:**

- The \$1.5 million initial campaign has been met (including \$66,000 in endowment funds). It's now time to shift our focus from the capital campaign to sustainability. Dr. Witter reflected on the accomplishments that the NCAPZ has made since its inception in 2016. Several scholars from the first cohort will be graduating and entering the workforce.
- The merging of the Newaygo County Area Promise Zone, We CAN and Kickstart to Career is moving forward. Branding is being developed to ensure that the collective organizations speak with one voice to donors, students and the community.
- An initial draft of a working calendar was reviewed, which included multiple communications with donors. This will provide future staff with direction and sustain donation efforts. Dr. Witter stressed that it's time to consider restructuring considering the amount of work involved. The fundraising and marketing team will be working in tandem on next steps.

Dr. Tubbergen Clark presented a video snippet capturing the voice of three Promise Scholars who expressed their appreciation. This could be used to help donation efforts. A final version will be brought to the board once it's completed.

**Mrs. Holly Moon, Co-Chair of the Marketing Subcommittee, presented the following report:**

- The Family Expo will be held at Fremont High School on May 18<sup>th</sup> from 10-2 pm. An additional volunteer was requested to help with the Promise Zone table and activities.
- Mrs. Moon facilitated a presentation to the junior class at White Cloud High School about the Promise Zone.
- The collaborative marketing committees from the Promise Zone, We CAN, and Kickstart to Careers believe there are opportunities to jointly communicate our messages and maximize our resources through co-branding efforts. All are committed to changing the mindsets regarding post-secondary and career achievement. One overarching message that came from the group discussion was to avoid using the word *career*. Students commented that they are barraged with being asked what they want to be. The subcommittee discussed using the phrase *designing your future* instead.
- Azalan Ibrahim from We CAN will take the lead on developing the co-branding concepts with assistance from the Foundation. Mrs. Miller from We CAN is reconvening a communications meeting to share and explore next steps.

**Mrs. Becky Tuuk, Chair of the Promise Success Subcommittee, presented the following report:**

- The mandated Promise Zone orientation has been initially set for June 4<sup>th</sup>. A drafted agenda was presented.
- The formation of POSSE groups was reviewed. Groups will meet five times per year and will include activities at each meeting. Three leaders will be needed for each group. Studies have shown that students attending a POSSEE group are 10% more successful. The creation of POSSE groups will also put into practice several items that the Hope College study recommended.
- Mrs. Tuuk attended the College Access Day in April and met with several elected officials.

**Dr. Lori Tubbergen Clark, Chairperson, presented the following Operations Subcommittee report:**

- The NCAPZ received 160 applications for the 2019 cohort. The application window will remain open until June 1 with the \$50 late fee, which the board recently approved. Final GPA's won't be available until mid-June for award determinations.
- The renewal application window will be available soon and will also include the \$50 late fee after the June 15<sup>th</sup> deadline.
- The board reviewed the Student Advancement Consultant job description. Any edits to the description should be emailed to [lori@ncresa.org](mailto:lori@ncresa.org). Dr. Witter and Mrs. Moon volunteered be on the interview team along with Shelly Johnson, Chair of We CAN.

- A recommended organizational chart was reviewed which included a 2/3<sup>rd</sup>s Administrator, a full-time coordinator and .25 clerical support (provided in-kind from NC RESA). Since NCAPZ is a governmental entity the Board of Directors would be responsible voting on all items from the consolidated organizations, and the program administrator would report directly to the board.
- The budget will need to be revised to reflect the cost of salaries, POSSE groups, and marketing and communication materials.
- A packet of blank thank you notes were given to board members to distribute at their discretion.
- The board discussed eligibility of a CDL program. There was consensus that the board would not support CDL certification unless it's through a degree granting program.

Mr. Boerger exited the meeting at 1:03 pm.

**Action Items:**

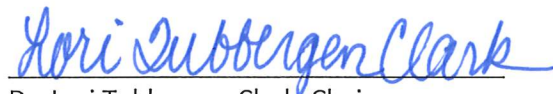
Payment of MCC Winter Semester – Motion by Anderson, supported by VanSingel, to approve payment of the MCC winter semester tuition and fall adjustments totaling \$192,486.50. Ayes – 9, Nays – 0. Motion unanimously carried.

Integrated Staffing Structure– Motion by Moon, supported by Witter, to approve the new integrated staffing structure for the Promise Zone and We CAN. Ayes – 9, Nays – 0. Motion unanimously carried.

Payment for Early College Completers– Motion by Swinehart, supported by Rossler, to approve payment in the amount of \$18,200 for Early College completers. Ayes – 9, Nays – 0. Motion unanimously carried.

Motion by Tuuk, supported by Swinehart, to adjourn. Ayes – 9, Nays – 0. Motion unanimously carried.

Meeting adjourned at 1:05 pm.



Dr. Lori Tubbergen Clark, Chairperson

