

WESTCHESTER COMMUNITY COLLEGE FOUNDATION

AGENDA

Board of Directors Meeting

Thursday, June 26, 2025 (Hybrid) – Foundation Board Room, Harold L. Drimmer Library, 2nd Floor

Zoom Link: <https://us02web.zoom.us/j/87196981187>

8:30 am Meet and Greet

9:00am - 10:45am Meeting

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| 1. Welcome (10 minutes) | C. Spring |
| a) Introduction | |
| b) Minutes April 17, 2025, Board Meeting, p3 | |
| c) Special Acknowledgment | |
| 2. Committee Reports | |
| a) Investment Committee Report (5 minutes) | J. Hirsch |
| b) Finance Committee, p. 11 (10 minutes) | |
| ▪ Statement of Activities | R. Cordero |
| ▪ Tappan Hill HVAC Replacement | R. Cordero/J. Goldberg |
| c) Special Events Committee (10 minutes) | S. Yubas/C. Brennan |
| d) Scholarship Committee (5 minutes) | L. Denig |
| e) Personnel Committee (5 minutes) | C. Spring/S. Wollin |
| 3. Executive Director's Report (5 minutes) | D. Swirin-Yao |
| a) College Update | |
| b) Career Leadership Collective | |
| c) Good Rebellion Public Relations | |
| d) Miscellaneous Updates | |
| 4. Presentation | Robin Graff
Coordinator, Transfer Services
Lana Lein
SUNY WCC, Class of 2025 &
Columbia University Student |
| 5. Executive Session (15 minutes) | |
| 6. Tour of the Virginia Marx Children's Center (optional) | |

Attached Materials:

Minutes of April 17, 2025 Board Meeting, p. 3

Finance Committee Materials, p. 11

Good Rebellion Activities, p. 14 (March-June 2025)

WCC Foundation Board Portal Overview, p. 18

Upcoming Events:

- WCCF Board of Directors Meeting: September 18, 2025, 9:00-10:45am, Hybrid (Zoom & Foundation Board Room, Drimmer Library)
- WCC Foundation Board of Directors Meeting: November 20, 2025, 9:00-10:45am, Hybrid (Zoom & Foundation Board Room, Drimmer Library)

Note:

The WCC Foundation follows the campus summer hours, working extended hours Monday-Thursday and closing at noon on Fridays, week of May 19 through week of July 21.

DRAFT
WESTCHESTER COMMUNITY COLLEGE FOUNDATION
Board of Directors Meeting
Foundation Board Room, Harold L. Drimmer Library, 2nd Floor
April 17, 2025 (Hybrid)

Board Members Present:

Barbara A. Abeles, Meryl A. Allison, David J. Berry, Sharon F. Cooper, Robert Cordero, Betty Cotton, Lisa M. Denig, André G. Early, Aleida Frederico, Jennifer Gruenberg, Kathy Halas, Lorna Hawthorne, Joyce A. Hirsch, Anne Janiak, Amy Kelley, Wilson Kimball, Elyse Klayman, , Joanne Landau, Ken Jenkins, Thomas T. Lee, George P. Lindsay, Patricia P. Lunka, Richard Martinelli, Melissa Maurer, Matthew G. McCrosson, Bob McNamara, LeRoy W. Mitchell, Belinda S. Miles, Linda Moser, Wendy R. Nadel, Ray Sanchez, Cornelia Spring, Evelyn Stock, Ruth Suzman, Alice Tenney, Sani Williams, Susan Elion Wollin, Susan Yubas

Board Members Excused:

Shirley Acevedo-Buontempo, Amy Ansehl, George E. Austin, John A. DeCicco, Doug Greene, Kamil Hamaoui, Peter Herrero, William LeBlanc (SGA), Stephen Lowey, Phil McGrath (proxy), Jonathan Pollack, Debbie Raizes, Cecile D. Singer, Katherine Stipicevic, Jeremy Sunshine, Lucille Werlinich

Guests:

Roxana Vidal (Auditor), CBIZ

Staff Present:

Jenny Aponte-Paez, Christine Brennan, Dorothy Durante, Jeff Goldberg, Ilene Lieberman, Kathleen Ryan, Michelle Schleibaum, Dolores Swirin-Yao

TOPIC	DISCUSSION/REPORT	ACTION	PRESENTERS
<i>Call to order.</i>	Cornelia Spring welcomed the board and called the meeting to order at 9:01 AM.		C. Spring
<i>Minutes of the November 19, 2024, Board Meeting</i>	Ms. Spring asked for a motion to approve the November 19, 2024, minutes.	<i>Moved Seconded Approved</i>	J. Hirsch G. Lindsay Unanimous
<i>Audit Committee Report (Financial Statements)</i>	At the request of Matthew G. McCrosson, Mr. Jeff Goldberg reviewed highlights of the Foundation's financial statements for the year ending August 31, 2024, stating that the total assets increased from \$67.5M to \$76M, This was primarily from investments which increased from \$53.5M to \$66.8M and that was offset in part, by the investment subscription in advance which was \$5M last year and was rolled into the investment balance in the current fiscal year. Liabilities were substantially consistent with the prior year. The change in net assets is explained in the statement of activities.		R. Cordero J. Goldberg

	Revenue had an increase of \$10.7M to \$14.7M due primarily to the \$4.6M increase in investment income, from \$4M to \$8.6M offset in part by a \$500K decrease in contributions and annual fundraising activities from \$5.3M to \$4.8M. That decrease is because the Foundation is in between campaigns. The increase in investment income is attributable to investment performance this year, in part due to the stewardship of the Investment Committee under the leadership of the late John Priesing along with current co-chairs, Bob McNamara and Joyce Hirsch. Total Expenses: expenses increased from \$5.554M compared to this year's total of \$6.034M. Expenses are categorized by program services, management in general, and fundraising and the ratios of those to the total are substantially consistent with the prior year. The Statement of Functional Expenses shows that expenses increased primarily due to (1) scholarships awarded and (2) salaries and benefits. Scholarships awarded increased from \$2.6M to \$2.8M due to a concerted effort to provide more scholarship funds. It was also the first full year with a Scholarship Administrator, Jenny Aponte-Paez. The increase in salaries and benefits of about \$240,000 was due to (1) the reversal of an accrual in the prior year for part of the Executive Director's compensation (2) salary increases. <i>(The Foundation followed the College, which instituted increases during fiscal year 2024 after there had been no cost-of-living increases since September 2021)</i> and (3) a couple of new positions. The statement of cash flows shows that there was a positive change in net assets of \$8.6M. Net cash used in operating activities was \$315K. Net cash used in investing activities was \$303K. Net cash provided by financing activities was \$586K resulting in a net decrease in cash of \$32,853 and that resulted in a new end of year cash balance of \$3.1M. Mr. Goldberg called attention to the notes. • Note 1 reflects a change from the prior year because the Foundation adopted a new mission statement. • Note 2 is a summary of significant accounting policies that are consistent with the prior year. • Note 3 shows the Foundation's total investments are \$66.8M, including liquid investments of \$11.5M in fixed income and		
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	\$5.5M in money market. The largest part of the investments is recorded at net asset value, total \$49.1M. This amount consists primarily of investments managed by TIFF, the Foundation's outsourced chief investment officer (OCIO), and two legacy investments. • Note 6, a description of the Foundation's endowment policies, shows that the original corpus of the endowment of \$35.4M is supplemented by appreciation of \$15.5M for a total of \$50.9M. • Note 9, shows financial assets to meet cash needs for general expenditures within one year aggregate 14.8M, showing healthy liquidity.		
Audit Committee Report (Audit Report and Governance Letter)	Mr. Matthew G. McCrosson introduced CBIZ's Director, Ms. Roxanna Vidal. Ms. Vidal has brought continuity last year in the audit. Ms. Vidal commented that the audit process went very smoothly and explained that the purpose of the audit was to provide an opinion as to whether the Foundation's financial statements are free of material misstatements. CBIZ does not audit every single transaction of the organization. Rather they take a risk-based audit approach. Their role is to perform an audit that's in accordance with auditing standards, while the Foundation's management is responsible for the financial statements themselves. CBIZ is at the end of the audit process and expects to issue an unmodified opinion, the highest form of assurance they can give. During the audit process, CBIZ had exceptionally good coverage of the financial statements, having gone through the contributions, making sure that those are recorded properly in accordance with accounting standards. Ms. Vidal reviewed the letter to addressed to those responsible for the Foundation's governance which is not required to be made in writing but is part of their standard policy. The letter describes the auditor's responsibility to plan and perform the audit in accordance with U.S. generally accepted auditing standards. There were no difficulties. Mr. Goldberg and his team provided everything that the auditors asked for. They carefully examined a considerable number of transactions. It was a lot of work for the WCC Foundation team. There were no current audit		M. McCrosson J. Goldberg R. Vidal

	adjustments that were proposed by the auditors during the audit process, only a minor journal entry from the prior year which had no impact on the current year. There were no weaknesses in internal control or other audit finds or issues. CBIZ did recommend as an “other matter” that the Foundation and WCC put into practice an annual review of the Memorandum of Understanding between the Foundation and the College to make sure that current practices are included in the memorandum. Mr. McCrosson informed the board that the Audit Committee voted unanimously to approve the financial statements and made a resolution to approve the financial statements as presented. He also took a moment to thank the outstanding effort and work of Mr. Goldberg and all his staff for the enormous workload and thanked the individuals from CBIZ for their efforts. Mr. McCrosson also thanked the Audit Committee. Mr. McCrosson asked the Board to approve the financial statements and accept the audit.	Moved Seconded Approved	M. McCrosson W. Kimball Unanimous
College Update	Dr. Belinda Miles congratulated everyone on a smooth audit. She then went on to provide an update on the College: • The annual budget was passed in the amount of \$127,509,910 supporting our operating expenses and satellite facilities. • Enrollment continues to grow. Unfortunately, it's not enough to offset some of the gaps between the budget and projected expenses • State funding continues at the floor level as opposed to the number of FTEs which is preferred. And as our momentum is growing, that will probably become a viable model for us to resume. • Federal Funding – Pell Grants and other federally funded programs are at risk as well. The College is monitoring the risk to the institution if federal funding is lost. Approximately forty percent of students receive Pell grants. • The College has proposed a tuition increase of \$150.00 per semester. For students who receive TAP and or Pell, grants should cover		B. Miles

	these additional expenses. The new tuition will be \$2,765 a semester, if approved. • The County has been a great partner and has invested with WCC on its capital projects. In doing so WCC has been able to get a 50% match from the State for whatever the County produced, which in turn has helped to maintain the College's facilities in terms of safety and compliance with disability services. • One of the current challenges is the end of federal relief funding for the pandemic. This funding has ended, and those dollars were not added to the operating core. As a result of that special funding, the College's technology infrastructure was rebuilt so that the institution can continue to operate remotely, and the College could expand its hybrid and online learning footprint. Leadership will continue to look at models and new markets that can expand revenue based on those sectors. • WCC has maintained a five-semester enrollment growth even though high school numbers have gone down (less of a population to draw from). The College is also looking at adult learners and the opportunities and challenges that this produces as well as micro credentials and new areas of focus • The Governor has submitted a proposal for free community college tuition, which she has linked to several industry growth fields for those aged 25-55. • Various celebrations are planned including commencement on May 15, 2025. The nursing graduates had a 100% pass rate on their New York State NCLEX exam, a statewide exam that certifies them as registered nurses - a great tribute to the faculty and dedication of the students. The Film Department and Digital Film Club will host its 13th Annual WCC Film Festival during the evening. • Dr. Miles recently had the opportunity to meet with Evan Kingsley from Plan A and the Foundation, regarding the planned new campaign around career readiness and career preparedness. WCC has been involved in preparing students for the workforce since the College's inception, but this campaign gives a new focus and career landscape important		L. Mitchell
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	because the world of work has changed dramatically. • WCC recently hosted the Westchester County Association’s annual meeting and heard from individuals from Northeastern University, a university which focuses on co-op internships. The College is working with the Foundation on the establishment of a corporation council that can help provide guidance as WCC develops more internships and mentorship opportunities for students, and ways to collaborate and align career efforts and industries to our curriculum. Dr. Mitchell thanked the Foundation for their support. • Trustee Mitchell, Chair of the SUNY WCC Board of Trustees, reported, this year’s budget will necessitate use of the fund balance by approximately \$8M, assuming the County produces the \$1M in “supposed support” that was added to the budget. • Even though a tuition increase is being proposed, it will only bring in approximately \$2.45M towards closing that gap which is insufficient • There are plans to institute a process of minimizing the amount of the fund balance that goes into balancing the budget every year. • The incursion currently being used is not sustainable, and will deplete the fund balance within a matter of 5-6 years if it is not changed Ms. Spring thanked Dr. Miles and Dr. Mitchell for their college update, their tremendous efforts on behalf of WCC students, and candor about the challenges the College is currently facing.		
County Legislator	Ken Jenkins introduced himself and thanked the Foundation for the work it does to support the College. He reported that Drs. Miles and Mitchell have been working with the County during these challenging times and working through all the budget scenarios. The Board of Legislators is looking forward to working with the College on its budget requests. Mr. Jenkins assured the board of his commitment to work together with the College.		K. Jenkins

Campaign Feasibility Study	Report & Recommendations Cornelia Spring introduced the topic of the Campaign Feasibility Study, stating that the staff, the College, and consultants, Plan A, have been working together since September to assess the feasibility of the next capital campaign, which is anchored by the Foundation's strategic plan. Dolores Swirin-Yao and Ilene Lieberman presented a report on the Campaign Feasibility Study. Ms. Swirin-Yao spoke about the feasibility study process and how it began with the strategic framework that was developed by the Foundation's Strategic Planning Committee. Ms. Lieberman stated that the Foundation hired Plan A advisors to conduct a feasibility study to gather information about constituents and get an idea of what might be fundable and at what level. The feasibility study recommends that the Foundation begin a comprehensive campaign that includes every dollar raised, including annual giving and gala revenue. The campaign will not be announced publicly at this time. This is a \$40M campaign, with funds being raised over the course of four years. The campaign includes some recent major gifts from this fiscal year that have already been committed, and it also includes other funds that are underway. A corporate council, specific name still to be determined, that would consist of a group of senior level executives in Westchester businesses, would be established. Ms. Lieberman discussed some of the campaign expenses needed for this first six-month phase. • Plan A discovered that the Foundation made staffing recommendations for a successful campaign. It proposed that the Foundation hire a Major Gifts Officer to engage new prospects and a Corporate Engagement Director to work on establishing business relationships and a corporate council. • The estimated expenses for this six-month phase are approximately-\$300,000, which an anonymous donor has offered to cover. There was in depth discussion and questions following the presentation. Following the report and discussion, Chair Cornelia Spring asked for a motion to approve initiating a capital campaign with an aim to benefit WCC's students through career preparedness initiatives that will position Westchester Community College as a leader in	<i>Moved Seconded Approved</i>	C. Spring D. Swirin-Yao I. Lieberman S. Wollin W. Kimball Unanimously
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	its field and an ever more essential asset for this County, its business community and its citizens. This approval is for the first six months of research and development to be monitored by the Feasibility Study Campaign Committee and reported regularly to the Board of Directors.		
Nominating Committee Report	Linda Moser asked the Board to vote on two new members for the Foundation Board of Directors at the recommendation of the Nominating Committee. • Rachel Rader • Joyce Seligman • With these two new BOD additions, the Foundation will have 51 of the maximum 55 voting board members. • Ms. Moser also presented the Nominating Committee's recommendation of David Swope as Emeritus Board member and Joe Carlucci as an Honorary Board Member. David Swope was nominated by Joanne Landau and Jennifer Gruenberg and Joe Carlucci was nominated by Joanne Landau. Ms. Spring asked for a motion to approve these four nominations by the Nominating Committee	<i>Moved Seconded Approved</i>	A. Janiak L. Moser J. Hirsch S. Cooper Unanimously
Investment Committee Report	A written report was provided to the Board in supplemental materials after the April 17, 2025, board meeting.		J. Hirsch R. McNamara
Finance Committee Report	A written report was provided in the materials with the agenda.		R. Cordero
Special Events Committee Report	A written report was shared with the full board after the April 17, 2025, board meeting.		S. Yubas C. Brennan
Executive Director's Report	A written report was shared with the full board after the April 17, 2025, board meeting to address items not covered during the meeting due to a lack of time.		D. Swirin-Yao
Adjournment	The next full board meeting will be on June 26, 2025 Ms. Spring called for a motion the adjourn the meeting at 11:03 AM.	<i>Moved Seconded Approved</i>	C. Spring A. Frederico Unanimously

Westchester Community College Foundation
Finance Committee Report to the Board of Directors, by Rob Cordero and Jeff Goldberg
For the Eight Months September 1, 2024 to April 30, 2025 and September 1, 2023 to April 30, 2024

The Statement of Activities reflects Total Revenue for the eight months ended April 30, 2025 of approximately \$7.5 million, a decrease of \$1.3 million compared to last year, while Total Expense was approximately \$5.4 million, reflecting an increase of \$1.9 million compared to last year. The revenue decrease resulted from a \$3.2 million reduction in total investment return (investment income, realized gains and unrealized appreciation in investments), offset in part by an increase of contributions of \$1.9 million. Investment return, while still positive, declined from last year due to market performance. The increase in contributions is due to a \$1.5 million endowment gift. The increase in expense is due to (1) an increase in scholarships (\$593,000) due to timing (the full year projection is still in line with budget), (2) an increase in Pathways programmatic expenses (\$954,000) due to budgeted expenditures for the Simulated Hospital Lab, (3) Personnel expense (\$143,000), largely due to the Manager of Special Events, which position commenced in May last year (work had been done by a consultant in the prior year), and budgeted compensation increases and (4) an increase in general and administrative expenses (\$114,000) largely due to budgeted public relations and feasibility study consulting expenses.

REVENUE	Last Year Actual Eight Months Ended 4/30/2024	This Year Actual Eight Months Ended 4/30/2025	This Year % of Total Expense	This Year Annual Budget 2024-2025
Contributions - details pg 2	\$ 3,238,412	\$ 5,122,633		\$ 3,446,795
Annual Gala (Net of expenses)	206,687	224,530		208,186
County Homes Share	111,515	124,984		168,466
Investment Income	391,684	640,059		864,333
Realized Gains/(Losses)	49,017	90,062		2,338,595
College Support	400,000	426,815		640,222
Total rev. before unrealized apprec. (deprec.) in invest.	4,397,316	6,629,083		7,666,596
Unrealized appreciation (depreciation) in investments	4,368,439	876,891		-
TOTAL REVENUE	\$ 8,765,755	\$ 7,505,973		\$ 7,666,596
EXPENSE				
Scholarships	\$ 1,643,397	\$ 2,236,834	45.11%	\$ 3,712,201
College Development & Program Expense, see below*	414,366	495,812	10.00%	895,831
Pathways Student Success Programs	220,909	1,175,197	23.70%	2,350,108
Gateway to the Future Fund Programs	25,994	32,848	0.66%	98,509
Veteran's Center	21,010	6,203	0.13%	10,000
General & Administrative Expense	152,109	265,914	5.36%	352,533
Fund Raising Expense	22,413	30,916	0.62%	108,826
Personnel	571,597	714,902	14.42%	1,152,461
College Support	400,000	426,815		640,222
TOTAL EXPENSE	3,471,795	5,385,440	100.00%	\$ 9,320,691
CHANGES IN NET ASSETS	5,293,960	2,120,533		\$ (1,654,095)
NET ASSETS AS OF September 1, 2023	\$ 64,755,733			
NET ASSETS AS OF April 30, 2024	\$ 70,049,693			
NET ASSETS AS OF September 1, 2024		73,286,595		\$ 71,447,973
NET ASSETS AS OF April 30, 2025		75,407,129		\$ 69,793,878
LAST YR TEMP REST REVENUES	\$ 2,380,299	Unrestricted	10,720,960	
THIS YR TEMP REST REVENUES	\$ 2,522,334	Temp & Endow	64,686,168	
			75,407,129	
*DEVELOPMENT & PROGRAM EXPENSE				
Faculty Chairs	\$ 85,524	Student Services Food Pantry	\$ 10,536	
JP Morgan Chase Center for Financial Education	\$ 63,231	Wiener Career Center Study	\$ 8,750	
Virginia Marx Children's Center	\$ 56,906	LISC Community Development	\$ 5,984	
JP Morgan Chase Sector Partnerships	\$ 85,972	Miscellaneous	\$ 21,546	
Kohlberg Student Svcs	\$ 40,505			
Native Plant Center	\$ 34,871	Unrestricted Funds:		
SUNY Impact Robin Hood Viking RDS Admin	\$ 20,812	Alumni Program	\$ 32,596	
NEH Grant	\$ 20,724	Volunteer Program	\$ 7,855	
		Total Dev & Program Exp	495,812	

Westchester Community College Foundation**Finance Committee Report to the Board of Directors, by Rob Cordero and Jeff Goldberg****For the Eight Months September 1, 2024 to April 30, 2025 and September 1, 2023 to April 30, 2024**

Revenue	Contributions
Annual, Alumni and Other	396,197
Scholarships	3,742,510
College Dev & Programs	983,926
Total Revenue	\$ 5,122,633

Temporarily Restricted Revenue and Endowment Revenue Detail**Temporarily Restricted Revenue - detail below**

Scholarships	1,660,408	A
College Dev and Institutional	861,926	B
Total Temporarily Restricted Revenue	\$ 2,522,334	

A . Scholarship Revenue	
Gerstner Emergency Aid	400,000
Virginia Marx Children's Center	250,000
R & S Wiener	150,000
Mary & James Wallach Scholarship	100,000
Jandon STEM-Ready Viking ROADS Scholarship	100,000
Viking Roads Scholarship Pathways	83,500
Carvel Foundation Scholarship	60,000
Rice Foundation	60,000
Honors College Scholarship	51,343
Commemorative Contributions – Scholarship	50,615
Bob & Sherry Wiener Cyber Scholarship	50,000
Jandon Workforce Scholarships	50,000
Wells Fargo Workforce Scholarship	50,000
Avanzando Quest for Success Expansion	39,700
Anne D Yearley Scholarship	35,000
Abeles Cambridge & Study Abroad Scholarships	35,000
Professor John D. Christesen Protege Scholarship	10,250
Metallica Scholars	10,000
Falk Scholarships	7,500
Quaker Purchase Meeting	6,300
Stock Family Scholarship	5,500
Chris Kampitsis Scholarship	5,250
Mehta Scholarship	5,182
Scholarship in Liberal Arts	5,099
Rocchi Family Scholarship	5,099
Axel Family Scholarship	5,000
Hebron Evangelistic Ministries Scholarship	5,000
Miscellaneous	25,071
Total	\$ 1,660,408

Westchester Community College Foundation**Finance Committee Report to the Board of Directors, by Rob Cordero and Jeff Goldberg****For the Eight Months September 1, 2024 to April 30, 2025 and September 1, 2023 to April 30, 2024**

B. College Dev & Program Revenue	
New Campaign - Startup	300,000
John O'Brien Engineering Bequest	181,818
Native Plant Center	151,869
Chase Center for Financial Education	54,038
Money Smart Financial Coaching	53,500
Con Edison Bright Futures	50,000
Pathway Workforce Development	21,476
Simulated Hospital Lab	21,315
Alumni Events	8,980
Skirball Gateway Entrepreneurship	5,099
Miscellaneous	10,831
Total	\$ 861,926 B

<u>Endowment Revenue -- Permanently Restricted</u>	
Honors College Scholarship Endowment	1,517,547
Native Plant Center Endowment	120,000
Eugene "Buzz" Keefe Student-Athlete Endowed Scholarship	101,700
Zion Scholarship	79,022
Lucille Werlinich Scholarship	77,987
Scarsdale Congreg. Church's Women's Guild Endowed Schol.	60,000
Gary and Marta Flaum Scholarship Endowment	52,000
NY Hospitality Group Endowed Scholarship	49,000
Lester M. Crystal Endowed Scholarship	48,000
ANN AND DAVID WRAY MEMORIAL SCHOLARSHIP	39,000
YVONNE & LESLIE POLLACK SCHOLARSHIP ENDOWMENT	30,000
ROBERT P BESHAR MEMORIAL SCHOLARSHIP	5,500
Sinsheimer Family Scholarship	5,197
Dr Belinda S Miles Access To Opportunity Endowed Scholarship	5,099
Werlinich Family Scholarships	5,000
Miscellaneous	8,550
Total Endowment Revenue -- Permanently Restricted	\$ 2,204,102

Good Rebellion

March - June 2025 Activities - SUNY Westchester Community College

MARCH 2025

1. Press List

Expanded and updated the WCC/WCCF press target list

2. Began Latimer Op-Ed

Secured internal approvals for Latimer op-ed and press release, which had been in development since February. Coordinated approval process with Latimer's office.

3. Drafted op-ed for Dr. Miles

Addressing federal policy (later set aside in favor of the Latimer piece)

4. Women's Club LTE

Wrote and finalized Women's Club [letter to the editor](#), including distribution plan and submission instructions.

5. WCCF Wine & Cheese Event

Attended event to build relationships with key stakeholders for future press strategy. Initiated monthly meetings with WCCF.

6. Viking Roads

Started drafting Viking ROADS press items, including internal framing and [media alert](#).

APRIL 2025

1. Gala Press Release

Wrote and distributed the official pre-Gala [press release](#) for SUNY WCC Foundation's annual event.

Gala announcement ran in [The River Journal](#)

Statistics

- **The River Journal**
 - **Reach: 20,000 online readers; 150,000 print + online readers**
 - **Coverage: Westchester, Fairfield, and Bronx Counties (online); River Towns from Peekskill to Yonkers (print)**

Attended the Gala and began laying the groundwork for post-event visibility efforts.

2. Media Strategy – Inside Higher Ed

Pitched and secured a full feature story in Inside Higher Ed focused on SUNY WCC's Viking ROADS program, tied to the release of the MDRC report and the recent press conference.

Coordinated interviews with Dr. Belinda Miles and faculty to ensure WCC voices were central to the piece.

The story was successfully published in [Inside Higher Ed](#)

Statistics

- **Inside Higher Ed**
 - **Reach: 1.2–2 million readers**
 - **Online Views: 744,015**
 - **Coverage: Primarily U.S.; selective global readership**

3. Latimer Op-Ed

Secured approval and pitched a draft [op-ed](#) from County Executive George Latimer in support of SUNY WCC and community colleges.

4. Social Media Strategy & Advisory

Advised on strengthening WCCF's digital presence, with a focus on making the Foundation's voice more active, timely, and visible.

Facilitated a direct connection with Ryan Yarosh, Senior Director of Media & Public Relations at Binghamton University, regarded as a national leader in higher ed social strategy.

Helped lay the foundation for a more modern, mission-aligned social media approach.

5. Ongoing Press Outreach

Conducted broad press outreach, assessed the media landscape, and began adjusting strategy in response to shifting news values and press interest.

MAY 2025

1. Gala Follow-Up

Wrote and distributed the official post-Gala [press release](#).

Post-Gala story appeared in multiple local outlets, including publications in [Scarsdale](#), and [The River Journal](#).

Statistics

- **Scarsdale 10583**
 - **Reach: 25,000 online readers**
 - **Coverage: Scarsdale, NY**
- **The River Journal**
 - **Reach: 20,000 online readers; 150,000 print + online readers**
 - **Coverage: Westchester, Fairfield and Bronx Counties (online) and all River Towns (Peekskill thru Yonkers) in print**

There was also an announcement about the gala and its honorees published in a hyper-local Bronxville outlet, though a link and readership statistics are now unavailable.

2. Media Alert – Communications Central Grand Opening

Wrote and distributed the [media alert](#) for the opening of WCC's new Communications Central media center.

Followed up with press contacts to drive coverage and track interest.

3. Latimer Press Strategy

Shifted strategy due to delays; further discussion to be had when Elyse joins the team in June.

4. Faculty Media Training Kit

Continued to map out the strategy for preparing faculty with press in changing media landscape.

5. Strategic Press Outreach

Continued outreach to press and began adjusting overall strategy in response to media trends, including shift away from positive institutional profiles toward more urgent, issue-driven stories.

6. Federal Climate Guidance

Advised the Foundation to reserve public commentary for federal actions that directly impact WCC, in regard to the broader political climate and the federal government's increasingly hostile posture toward higher education.

7. JPMorgan Press Pitch

Drafted a press pitch highlighting JPMorgan's investment in WCC students as a workforce development model, but scrapped the angle based on shifting priorities and external feedback.

JUNE 2025 (to date)

1. Ron Lieber

[Finalized pitch.](#)

2. Corporate Partnerships

Crafted story concepts to better leverage corporate partnerships with **PepsiCo**, **Metallica**, and **Con Edison**.

3. Trainings

Finalized updated **media training strategy**, now with Tracy Soren involved in development.

4. New press strategy

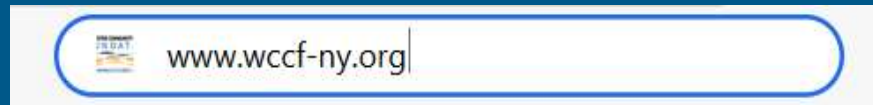
Developed new **press contact strategy** designed to better align with evolving media expectations and the shifting landscape for education coverage

5. Grad Bag

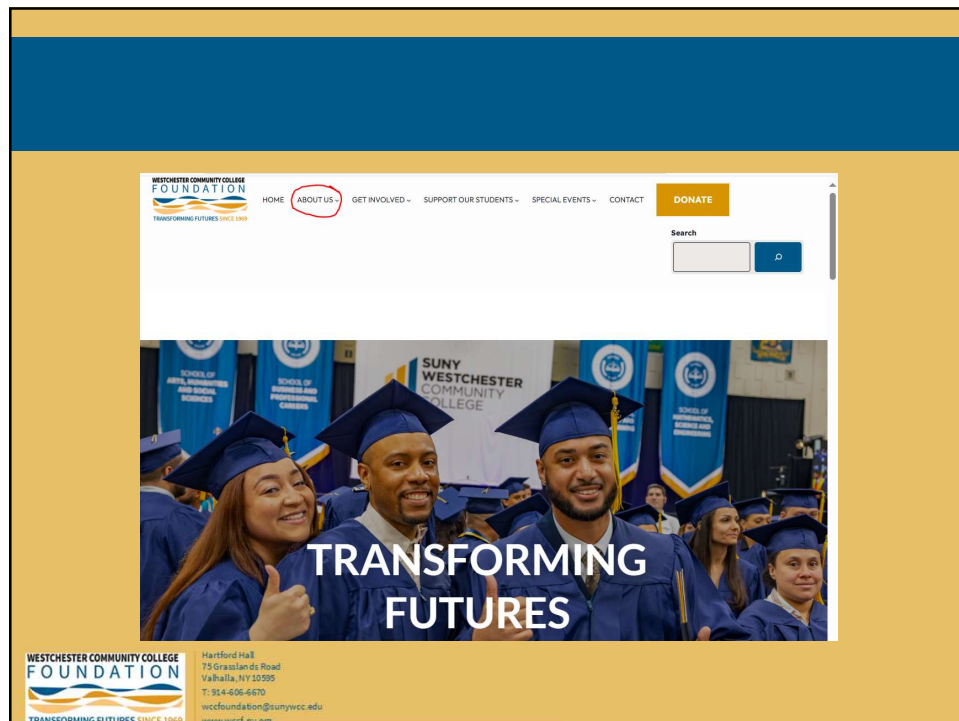
Drafted a [letter to the editor](#) and submitted for publication.

All activities listed are current as of June 18, 2025.

Accessing the WCC Foundation's Board Portal

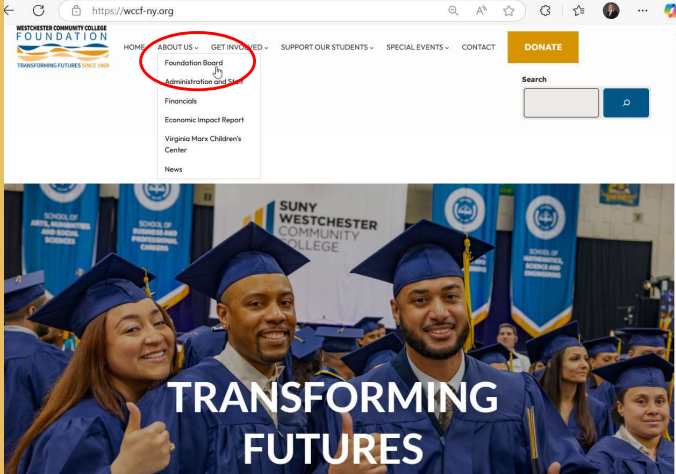


1



2

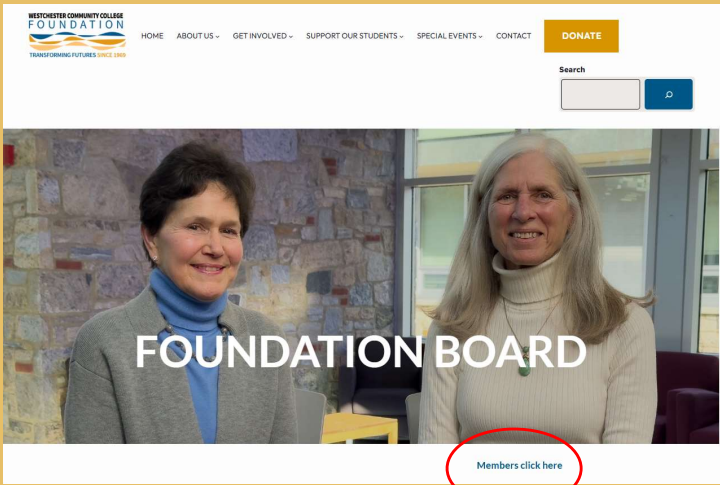
Select Foundation Board



The screenshot shows the website <https://wccf-ny.org>. The navigation menu includes: HOME, ABOUT US, GET INVOLVED, SUPPORT OUR STUDENTS, SPECIAL EVENTS, CONTACT, and DONATE. The 'ABOUT US' dropdown menu is open, and 'Foundation Board' is highlighted with a red circle. Other options in the dropdown include Administration, Financials, Economic Impact Report, Virginia Marx Children's Center, and News. Below the menu is a large banner image of graduates in blue caps and gowns with the text 'TRANSFORMING FUTURES' overlaid. The footer contains the Westchester Community College Foundation logo, contact information for Hartford Hall (75 Grasslands Road, Valhalla, NY 10595), phone number (914-606-6670), email (wccfoundation@sunywcc.edu), and website (www.wccf-ny.org).

3

Board Members Click Here



The screenshot shows the same website. The 'Foundation Board' section is highlighted with a large white text overlay. Below the image, a red circle highlights the link 'Members click here'. The footer information is identical to the previous slide.

4

Enter Your Password

This content is password protected. To view it please enter your password below:

Password:

WCCFBoard2025

Enter



**WESTCHESTER COMMUNITY COLLEGE
FOUNDATION**
TRANSFORMING FUTURES SINCE 1969
 Hartford Hall
 75 Grasslands Road
 Valhalla, NY 10595
 T: 914-606-6670
wccfoundation@sunywcc.edu
www.wccf-nv.org

5

Click on the Appropriate Button

Board Portal

Welcome to WCC Foundation's board portal. Please select an option on the left to access relevant documents and resources from the library.

BOARD MATERIALS	Access past and upcoming board agenda packets.
EXECUTIVE COMMITTEE MATERIALS	Access past and upcoming executive committee agenda packets.
SUPPLEMENTAL MATERIALS	View additional documents and supporting materials relevant to board meetings, program information, and opportunities to support and donate SUNY WCC's students.
HELPFUL RESOURCES & FORMS	Find By-Laws, Conflict of Interest Forms, Nominating Forms, Campus Map and other board related materials.



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6



Mission

The mission of the Office of Transfer Services is to empower students to achieve their academic goals through connecting them to transfer pathways, developing strong partnerships, and maintaining a focus on student success. We provide personalized, accessible, and comprehensive transfer planning, to ensure that students are well-prepared and informed as they transition to four-year institutions. We are committed to guiding and supporting students in their journey toward achieving higher education goals.

Services

Individual transfer counseling - Individualized advisement and counseling to assist with maximizing student success and transfer potential.

Fall and Spring Transfer Fairs - More than 100 college representatives attend every year to speak with students regarding transfer and scholarship opportunities.

Transfer Agreements with four-year colleges - Westchester Community College has transfer agreements with many colleges including SUNY, CUNY, and private institutions. These agreements guarantee that your courses will transfer and you will enter the next college with junior status.

Four-year college reps on campus year round - Four-year college representatives are on campus year round to meet with students.

Application Assistance - Students can receive assistance with the four-year application process including the SUNY, CUNY, and the Common Application.

Transfer Information Sessions - Information sessions increase awareness and provide insight into the transfer process specific to the session topic.



Contact Information

Robin Graff
Coordinator of
Transfer Services
STC 290

Heather Allalouf
Transfer Counselor
STC 290

Nedra Brien
Transfer Counselor
STC 290

For questions or to schedule an appointment please email transfer@sunywcc.edu

For more information regarding upcoming transfer events, workshops and updated transfer agreements, please visit www.sunywcc.edu/transfer