

WESTCHESTER COMMUNITY COLLEGE FOUNDATION

AGENDA

Executive Committee Meeting

Thursday, August 14, 2025, 9:00-10:30am

Via Zoom <https://us02web.zoom.us/j/89235185314>

- Welcome/Action Items (5 minutes) S. Wollin
 - Minutes of May 22, 2025, Executive Committee Meeting- p. 3

- Committee Reports and Updates (25 minutes)
 - Audit Committee
 - **Finance Committee - p. 11 (5 minutes)** **R. Cordero**
 - Governance and By-Laws Committee
 - **Investment Committee (5 minutes)** **J. Hirsch**
 - Nominating Committee
 - **Personnel Committee (5 minutes)** **C. Spring/S. Wollin**
 - **Real Estate Committee (5 minutes)** **J. Landau**
 - Scholarship Committee
 - **Special Events Committee (5 minutes)** **S. Yubas**

- Executive Director's Report (10 minutes) D. Swirin-Yao
 - College Updates
 - Capital Campaign/Career Leadership Collective
 - Good Rebellion Public Relations, p. 14

- New Business

- Executive Session (if requested - 15 minutes)

Materials:

Minutes of May 22, 2025, Executive Committee Meeting, p. 3
WCCF Finance Committee Report (through June 2025), p. 11
Good Rebellion Activities, through July 2025, p. 14
The SUNY WCC Viking Classic Car Show Flyer, p. 20
SUNY WCC's Walk to End Alzheimer Flyer, p. 21

Upcoming Events

Native Plant Weekend workshops and sale: September 6 & 7, 9:00-5:30, Rosedale Nurseries,
51 Saw Mill River Rd, Hawthorne, NY

WCC Alumni Association hosts Drone Piloting & Licensing: September 11, 2025, 6:00pm-8:00pm

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

WCC's 2nd Annual Viking Classic Car Show: September 21, 9:00am-3:00pm

Grown & Launch Your Business! Hosted by WCC's WDCE, September 25, 2025

WCC's Walk to End Alzheimer's 2025: October 5, 2025, 11:00am-2:00pm (For more info:

<https://www.sunywcc.edu/events/walk-to-end-alzheimers-2025>)

WCC Workshop on "Paying for College & FAFSA Forms" in conjunction with LUCA (Latino U College
Access): October 8, 2025

WCC Foundation Executive Committee Meeting: October 23, 2025, 9:00-10:30am via Zoom

Fall Golden WCC Alumni Luncheon: October 28, 2025

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

WESTCHESTER COMMUNITY COLLEGE FOUNDATION

Executive Committee Meeting (Zoom)

Draft Minutes

Meeting Date: May 21, 2025, 9:00-10:30 am

Members Present: Meryl Allison, Rob Cordero, Betty Cotton, Lisa Denig, Jennifer Gruenberg, Anne Janiak, Elyse Klayman, Joanne Landau, Tom Lee, George P. Lindsay, Matthew McCrosson, Robert McNamara, Wendy Nadel, Cecile Singer, Cornelia Spring, Lucille Werlinich, Susan Elion Wollin, Susan Yubas

Members Excused: Joyce Hirsch, Dr. Belinda Miles (ex-officio), Linda Moser, Ruth Suzman

Staff Present: Chrissy Brennan, Carrie Colon-Lopez, Jeff Goldberg, Ilene Lieberman, Parica Mason, Kathleen Ryan, Michelle Schleibaum, Dolores Swirin-Yao

TOPIC	DISCUSSION/REPORT	ACTION	PRESENTERS
<i>Welcome by President/Chair</i>	Ms. Susan Elion Wollin called the meeting to order at 9:01am. Ms. Wollin congratulated everyone on a successful gala. She was happy to represent the Foundation at two college events: the Golden Alumni luncheon for the Class of '75 and the graduation for the Financial Coaching Program (Money Smart), a program developed with JP Morgan Chase. She stated that both made her proud to be part of the Foundation.		S. Wollin
<i>Approval of the Minutes</i>	A motion was made to approve the minutes for the February 20, 2025, Executive Committee Meeting.	<i>Moved</i> <i>Seconded</i> <i>Accepted</i>	Susan Y. George L. Unanimously
<i>Finance Committee Report</i>	Mr. Cordero asked Mr. Goldberg to present the <u>Finance report</u>. Mr. Goldberg reported on fiscal activities from September 2024 through March, 2025. Revenue is \$6.4M compared to \$8.7M in the comparable period of the previous year mainly because investment returns while positive, are not as positive as they were last year. March results are being shown because TIFF doesn't report results until the 4th week of the month following, and April statements haven't been received yet. In addition to a change in investment performance, there was substantial improvement in contributions from \$3M to \$4.7M primarily due to an anonymous gift that was received for an endowment.		R. Cordero J. Goldberg

	against current costs. There is also an opportunity to get a Con Ed grant, general grants through the Inflation Reduction Act, and/or rebates against monthly Con Ed bills which would have to be worked out with the tenant since they get the bill. County Homes should certainly be able to get \$50-100k to offset costs. From an accounting standpoint, both Mr. Cordero and Mr. McCrosson recommend that County Homes capitalizes so the organization gets an accounting benefit. The goal is for the work to be done in January or February when business at Tappan Hill is slowest. There are other repairs that will need to be done in the near future including parts of the driveway and carport roof. A recent emergency repair totaling \$22k was performed on the boiler. The Finance and Real Estate Committees submitted a request to the Executive Committee for approval of the HVAC replacement option as recommended by the Finance and Real Estate Committees on behalf of the full Board, as permitted under the Foundation's By-Laws A motion was made to move forward with the recommendations of the committee for the HVAC replacement as presented in today's meeting.	<i>Moved</i> <i>Seconded</i> <i>Accepted</i>	L. Werlinich E. Klayman Unanimously
Investment Committee Report	Co-Chair Robert McNamara presented updates on the Foundation's investments as shown below: 2024 has been finalized in terms of investment performance. The Foundation outperformed its benchmark by .43%. TIFF assets are up 13.2%. Total assets including legacy private equity were up 12.5% and the benchmark was up 12.76%. TIFF assets outperformed the benchmarks by .5%. Note that there is a lag in the monthly reports but a greater lag in private equity. Private equity numbers in Q1 are not final yet. For 2024, private equity investments had a positive return of 5.05% but it was a drag on overall performance. However, we had a disproportionate amount of investment in equity versus fixed income and that was an offsetting positive. For the 1st quarter, the Foundation has a flash report for April (not finalized yet) which shows that year-to-date TIFF assets are just barely positive in the terms of performance. Data for the seven months including 4th		R. McNamara

	quarter of last year, were up .11% thru April. Data so far into May is also in the positive. Although there is no data in the private equity, TIFF believes that the Foundation will be up 3% for the first quarter. The Committee is happy with TIFF's overall performance. Unfortunately, private equity investments have not done that well, but are expected to do well in time. The committee received data from the National Association of College and University Business Officers (NACUBO) for FY June 2024; while the data is old, it shows the Foundation outperformed the NACUBO average by about 3%; our performance was up 14% vs 11% for the NACUBO average. Foundations and colleges endowments in the \$50-100m range like us, performed a little bit better than the average but we outperformed them by 2.5% . They were up 11.8% and we were up by 14.3%. Wilmington Trust, which manages some of our fixed assets, is managing \$11.8M of our funds, yielding about 4% and \$5M money market funds a little over 4.2% and interest rates are going up. The committee continues to manage legacy assets and plan to have TIFF more actively involved in overseeing those. Investments continue to perform reasonably well especially given the current state of private equity market as we see some of the liquidity events occurring this year. The Foundation will perform a review after 3 years of service, which will be around October of this year.		
Special Events Committee Report	Chair, Susan Yubas was happy to report that the 2nd annual Transforming Futures Together Gala was a huge success. Event highlights included: • Lovely weather which made it possible for guests to enjoy cocktails outside on the patio at Tappan Hill, against the backdrop of the beautiful Hudson River, while the WCC Jazz group provided terrific entertainment for those mingling in the promenade inside. • A little over 300 guests in attendance despite some last-minute cancellations • A wonderful job by this year's emcee, Chris Williams, who brought terrific energy and enthusiasm to the evening		S. Yubas C. Brennan

	An excellent job by auctioneer Caitlin Davis While pledges are still being fulfilled and expenses tallied, as of May 21st, the total intake attributed to the 2025 Gala is estimated to be \$544,000, with net proceeds estimated at \$386,000. That comes out to a net increase of \$164,000 compared with 2023. A more detailed breakdown of these figures will be provided in the report for next month's full Board Meeting. Ms. Yubas thanked all who showed their support and encouraged individuals who have not yet fulfilled their pledge, to do so online or via mail as soon as possible. Those who haven't contributed yet can still give through the Foundation's website or by calling the office directly, at 914-606-6670. Finally, the Chair thanked fellow Gala Committee working group members, Beth Zadek and Melissa Maurer, for their time, attention and invaluable input. The committee will meet on June 3 to discuss the strategy going forward for events.		
Executive Director's Report	The Foundation's Executive Director, Dolores Swirin-Yao, provided updates, highlighted below: College Update: - Three commencement ceremonies were held attended by more than 600 students and many family members and friends. In conjunction with graduation, a very successful Golden Alumni Luncheon was held for those who graduated 50 years ago or more. Members of the Class of 1975 participated in the afternoon commencement ceremony wearing golden robes. - Other academic-year-end activities have included the Davis Scholar presentation on their service projects, the English language institute completion ceremony, the Academic Recognition event, Lavender Graduation for LGBTQ students and allies, and a celebration of the students who participated in the Money Smart financial wellness program 3,777 students were enrolled for summer session, an 8.8% increase over last summer - From the May Board of Trustees meeting, a government funding update was presented as follows: - New York State funding is remaining steady with the same state contribution per student and some additional state investments in high demand programs.		D. Swirin-Yao

	○ Federal budget proposals in the current government spending bill in the House of Representatives that would negatively impact SUNY WCC if passed are: ➤ Complete elimination of the SEOG (Supplemental Educational Opportunity Grant); SUNY WCC current funding is \$377K. ➤ 80% cut in work study programs that allow students to earn money and get work experience; SUNY WCC current funding is \$358K. ➤ Complete elimination of the TRIO grant to provide support to low-income individuals, first-generation college students, and individuals with disabilities. SUNY WCC's 2020-2025 grant was \$1.5 million or about \$300K/year, serving 170 students annually. ➤ Complete elimination of the CCAMPIS grant to provide access to childcare for student-parents to get childcare at VMCC; SUNY WCC's current grant runs through 2027. ➤ Increasing credit load requirements for the PELL program, to require full-time students to take 15 credits and part-time students to be at least half-time, which would make it very hard for many of our students to qualify. WCC has 3800 students receiving PELL grants, representing about \$17 million of SUNY WCC's budget. ➤ Colleges would be liable to reimburse a percent of student loans if students do not pay them. Capital Campaign Update: The contract with campaign consultant Plan A began May 1st. Plan A is working with staff on three parallel tracks in the early months of this engagement: 1. Development of the first iteration of the prospective donor list that we will need for the campaign with a goal of having 300 or more qualified prospects, including individuals, foundations, and corporations. We expect to begin recruiting campaign leadership sometime this summer. 2. A draft case for support with a menu of projects and initiatives largely around career readiness. We are beginning to have meetings with the key people at the College to identify		
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	projects and to coordinate with the work of the Career Leadership Collective as well as some information that our government grants office is gathering for an upcoming Title V grant application. 3. Initiating a business leadership council/ corporate advisory council (name to be finalized later). Plan A is putting a plan together based on best practices for similar groups at other public colleges and universities and drafting a job description for the director position. Public Relations Update: The work with the public relations firm Good Rebellion has been productive. The most substantive placement to date has been the very positive interview with Dr. Miles for the national education news outlet Inside Higher Education on the Viking ROADS program. Good Rebellion continues to work to place an op-ed piece by George Latimer and Dr. Miles on the value of community colleges. Other placements have been pre-publicity and post-publicity for the gala and stories on the research report from the research firm MDRC about Viking ROADS. A new focus is using student stories to illustrate specific programs. A monthly report will be prepared on Good Rebellion placements starting in May. Career Readiness Planning: The Career Leadership Collective (CLC) consulting group with a core working group at the College is expected to meet its goal of having a plan in place by the end of the summer. CLC brings a deep, research-based knowledge of successful high impact career practices for students as well as high-level convening/project management skills. The group to date has defined its vision and identified the four key career success outcomes and has distributed a career success outcomes feedback survey to college leadership. Executive Committee Meeting Format: The Executive Committee meetings have been conducted by Zoom. The Committee discussed continuing in this format vs. hybrid and concluded that the Committee will continue to meet by Zoom. Staff was asked to survey the board about the time of day that would be preferable for board meetings.		
New Business	Ms. Wollin led a discussion regarding several new business matters: The committee decided to continue holding its Executive Committee meeting virtually which allows more flexibility, better attendance, and		S. Wollin

	convenience for those who attend multiple meetings. - Members stated they would like to see better in-person attendance for the June board meeting and suggested the Foundation provide meals and swag as an incentive. Staff will conduct a survey to see what time is best for the board majority. Another incentive to increase in-person attendance would be a tour after every board meeting. - Dr. Miles approved the committee's request for a presentation regarding funding streams and the budget making process (federal, state, and county funding) for the College as it prepares for possible major funding cuts. Per her request, Foundation CFO Jeff Goldberg will work with WCC's CFO, Dawn Gillins on a report. - The committee requested a more robust board portal which is currently being researched. In the meantime, Ms. Colon-Lopez has restructured the portal to make it user friendly and a general overview of the portal will be given during the next board meeting. Members also suggested a password-free area in the portal for potential board members.		
<i>Executive Session</i>	Having declined an executive session, a motion was made to adjourn the meeting. Meeting was adjourned at 10:22am.	<i>Moved Seconded Accepted</i>	L. Werlinich J. Landau Unanimously S. Wollin

Westchester Community College Foundation
Finance Committee Report to the Executive Committee, by Rob Cordero and Jeff Goldberg
For the Ten Months September 1, 2024 to June 30, 2025 and September 1, 2023 to June 30, 2024

The Statement of Activities reflects Total Revenue for the ten months ended June 30, 2025 of approximately \$11.8 million, an increase of \$1.1 million compared to last year, while Total Expense was approximately \$7.5 million, reflecting an increase of \$3.5 million compared to last year. The revenue increase resulted from a \$2.2 million increase in contributions, offset in part by a \$1.2 million reduction in total investment return. Investment return, while still positive, declined from last year due to market performance. The increase in contributions is largely due to a \$1.5 million endowment gift. The increase in expense is due to (1) an increase in scholarships (\$1.9 million) due to timing (the full year projection is still in line with budget), (2) an increase in Pathways programmatic expenses (\$1.0 million) due to budgeted expenditures for the Simulated Hospital Lab, (3) Personnel expense (\$224,000), largely due to the Director of Special Events, which position commenced in June last year, and budgeted compensation increases and (4) an increase in general and administrative expenses (\$89,000) largely due to budgeted public relations consulting expenses.

REVENUE	Last Year Actual Ten Months Ended 6/30/2024	This Year Actual Ten Months Ended 6/30/2025	This Year % of Total Expense	This Year Annual Budget 2024-2025
Contributions - details pg 2	\$ 3,453,892	\$ 5,605,488		\$ 3,446,795
Annual Gala (Net of expenses)	208,150	313,760		208,186
County Homes Share	146,871	153,623		168,466
Investment Income	434,557	687,738		864,333
Realized Gains/(Losses)	40,319	90,579		
College Support	500,000	533,518		640,222
Total rev. before unrealized apprec. (deprec.) in invest.	4,783,789	7,384,705		5,328,001
Unrealized appreciation (depreciation) in investments	5,992,713	4,464,999		2,338,595
TOTAL REVENUE	\$ 10,776,503	\$ 11,849,704		\$ 7,666,596
EXPENSE				
Scholarships	\$ 1,726,128	\$ 3,636,197	52.44%	\$ 3,712,201
College Development & Program Expense, see below*	559,874	743,526	10.72%	895,831
Pathways Student Success Programs	227,523	1,209,824	17.45%	2,350,108
Gateway to the Future Fund Programs	25,994	42,910	0.62%	98,509
Veteran's Center	21,305	6,203	0.09%	10,000
General & Administrative Expense	176,978	266,273	3.84%	352,533
Fund Raising Expense	24,794	100,167	1.44%	108,826
Personnel	705,437	928,790	13.39%	1,152,461
College Support	500,000	533,518		640,222
TOTAL EXPENSE	3,968,033	7,467,410	100.00%	\$ 9,320,691
CHANGES IN NET ASSETS	6,808,469	4,382,293		\$ (1,654,095)
NET ASSETS AS OF September 1, 2023	\$ 64,755,733			
NET ASSETS AS OF June 30, 2024	\$ 71,564,202			
NET ASSETS AS OF September 1, 2024		73,286,595		\$ 71,447,973
NET ASSETS AS OF June 30, 2025		77,668,889		\$ 69,793,878
LAST YR TEMP REST REVENUES	\$ 2,558,862	Unrestricted	10,707,811	
THIS YR TEMP REST REVENUES	\$ 2,964,267	Temp & Endow	66,961,078	
			77,668,889	
*DEVELOPMENT & PROGRAM EXPENSE				
Native Plant Center	\$ 124,069	Student Services Food Pantry	\$ 12,964	
Faculty Chairs	\$ 105,382	Wiener Career Center Study	\$ 8,750	
JP Morgan Chase Sector Partnerships	\$ 103,605	LISC Community Development	\$ 5,984	
JP Morgan Chase Center for Financial Education	\$ 94,767	Miscellaneous	\$ 27,837	
Kohlberg Student Svcs	\$ 86,291			
Virginia Marx Children's Center	\$ 70,838	Unrestricted Funds:		
NEH Grant	\$ 24,745	Alumni Program	\$ 48,103	
SUNY Impact Robin Hood Viking RDS Admin	\$ 20,812	Volunteer Program	\$ 9,380	
		Total Dev & Program Exp	743,526	

Westchester Community College Foundation**Finance Committee Report to the Executive Committee, by Rob Cordero and Jeff Goldberg****For the Ten Months September 1, 2024 to June 30, 2025 and September 1, 2023 to June 30, 2024**

Revenue	Contributions
Annual, Alumni and Other	426,217
Scholarships	3,988,944
College Dev & Programs	1,190,326
Total Revenue	\$ 5,605,488

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

Scholarships	1,895,941	A
College Dev and Institutional	1,068,326	B
Total Temporarily Restricted Revenue	\$ 2,964,267	

A . Scholarship Revenue	
Gerstner Emergency Aid	404,274
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
JR Johnston Scholarship	85,000
Viking Roads Scholarship Pathways	83,500
Carvel Foundation Scholarship	60,000
Rice Foundation	60,000
Commemorative Contributions – Scholarship	53,115
Stern Honors Scholarship	51,343
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
Cambridge & Study Abroad	6,000
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
American Women of African Heritage	5,000
Miscellaneous	49,330
Total	\$ 1,895,941 A

Westchester Community College Foundation
Finance Committee Report to the Executive Committee, by Rob Cordero and Jeff
Goldberg For the Ten Months September 1, 2024 to June 30, 2025 and
September 1, 2023 to June 30, 2024

B. College Dev & Program Revenue	
New Campaign - Startup	300,000
Native Plant Center	188,543
John O'Brien Engineering	181,818
Chase Center for Financial Education	81,349
Money Smart Financial Coaching	53,500
Con Edison Bright Futures	50,000
Pathway Workforce Development	47,302
Children's Center - St. Faith	30,000
Simulated Hospital Lab	21,315
Alumni Events	10,351
Skirball Gateway Entrepreneurship	5,099
Miscellaneous	15,049
Total	\$ 1,068,326 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
OCA-WHV Scholarship Fund	7,500
Sinsheimer Family Scholarship	5,197
Dr Belinda S Miles Access To Opportunity Endowed Scholarship	5,099
Werlinich Family Scholarships	5,000
Miscellaneous	8,666
Total Endowment Revenue -- Permanently Restricted	\$ 2,215,003

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

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

Started the new strategy along with [tracking](#).

5. Grad Bag

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

6. Grad Bag Press Release

Started the process of turning the Grad Bag LTE into a press release

7. Social Media

Tracked progress since our recommendations

JULY 2025

1. **Grad Bag [Press Release](#)**

Finalized and distributed press release for WCC's Grad Bag partnership.

2. **Grad Bag Media Outreach [Media Alert](#)**

Began targeted outreach to *Gothamist*, *WNYC*, and others. Met with CBS reporter for feedback. Developing a plan for press access and student spokespeople.

Update: News 12 came to cover the event and ran a story about it.

<https://youtu.be/5Y9WRD6u84A>

3. **PepsiCo Story Development**

Met with Pepsi, who expressed interest in a joint media strategy. Began scheduling interviews with SMILE Scholars.

Update: Have met with three Smiles Scholars and have written the first draft of the story and a detailed plan for distribution.

4. **Metallica Marketing Support**

Shared messaging ideas with WCCF. Contact identifying alumni for story development.

5. **Latimer Op-Ed Follow-Up**

Reengaged Latimer's team to revise and reframe original op-ed. Awaiting response.

6. **Podcast Pitching – Dr. Miles**

Compiled list of target podcasts. Outreach ready pending Dr. Miles' availability.

7. **Social Media Strategy**

Reviewed account performance; Facebook engagement up 280%. Delivered long-term strategy to centralize content and strengthen owned media.

8. **Faculty Media Training**

Confirmed training format and potential journalist for the August session. Awaiting participant list from deans.

9. Press Kit Development

Drafted bios and fact sheets. In review ahead of design. [Press Kit](#)

Update # 6-9: Redeveloped three-pronged media strategy based on Owned, Earned, and Emerging media. Adjusting the training to provide media training for Dr. Miles, the provost, and workforce leadership.

10. Media Pitching

Continued both for Grad Bag and other media opportunities.

August 2025

1. NYT Letter to the Editor

Crafted and submitted a letter to the editor from Dr. Miles to the New York Times in response to an article about the Trump Administration hurting community colleges.

2. Latimer Follow-up

Contacted Latimer's office to see if they want to be included in any follow-up

SUNDAY, SEPTEMBER 21ST 2025
RAIN DATE: SUNDAY 10/5/25

THE VIKING CLASSIC CAR SHOW

CHECK IN STARTS AT 9AM

\$20
PER CAR
FREE ADMISSION
FOR SPECTATORS



FOR MORE INFO CALL
914-606-7895

ALL PROCEEDS SUPPORT
SCHOLARSHIPS

WE CALL IT THE
VIKING CLASSIC
BUT ALL
MAKES & MODELS
WELCOME

TROPHIES * FOOD * GIVEAWAYS * DOOR PRIZES * MUSIC AND MORE!

WESTCHESTER CC * 75 GRASSLANDS RD VALHALLA, NY

IN THE FIGHT AGAINST ALZHEIMER'S, NOW MATTERS MORE THAN EVER.

Team page of Westchester Community College

DONATE TO THE TEAM

JOIN OUR TEAM

Welcome to our team page for the Alzheimer's Association Walk to End Alzheimer's®! Walk is the largest event to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association®. It's held annually in more than 600 communities nationwide, and our team is excited to participate this year.

Currently, more than 6 million Americans are living with Alzheimer's and over 11 million family and friends provide their unpaid care. We need your help to end this devastating disease. You can make an impact with a donation or even joining our team. Your kindness and generosity truly make a difference in the fight against Alzheimer's and all other dementia. Thank you for your support!

\$70

WE HAVE RAISED

4% ACHIEVED

\$2,000

OUR GOAL



Share Our Page

Our Walk

Our Walk
[2025 Walk to End Alzheimer's - Westchester County, NY](#)
Sunday, October 5, 2025

Team Roster

Search for Team Members

To find a team member, start typing their name below.



Hi. Need any help?

