



**Minutes of the September 17, 2024 Joint Meeting  
Oakton College Board of Trustees and the  
Educational Foundation Board of Directors**

A joint meeting of the Board of Trustees of Oakton College and the Educational Foundation Board of Directors was held on September 17, 2024 in Room 1506 at 1600 East Golf Road, Des Plaines, Illinois, 60016.

**Call to Order and Roll Call**

Chair Toussaint called the meeting to order at 4:06 p.m. Trustee Stafford called the roll:

Ms. Marie Lynn Toussaint	Chair	Present
Ms. Martha Burns	Vice Chair	Present
Ms. Theresa Bashiri-Remetio	Secretary	Absent for roll call
Dr. Gail Bush		Present
Mr. Benjamin Salzberg		Present
Mr. William Stafford		Present
Dr. Wendy Yanow		Present
Mr. Franklin Ocaña II	Student Trustee	Present

Also present in Room 1506:

Leadership: Dr. Joianne Smith, President; Dr. Karl Brooks, Vice President for Student Affairs; Ileo Lott, Provost and Vice President for Academic Affairs; and Michele Roberts, Vice President for Administrative Affairs; and Katherine Sawyer, Chief Advancement Officer.

Administrators: Jessi Moon, Director of Major and Planned Giving.

Educational Foundation Board of Directors Members: Jeff Coney, Carl Costanza, Julie Fenton, Ruben Howard, Katie Hunt, Scott Hurwitz, Kathy Lichtenstein, Amy Mosser, Dayani Pieri, August Schaefer, Howard Singer, Murray Sprung, and Cindy Veremis,

Staff: Peter Carlson, Educational Foundation; Phil Cronin, Media Services; Lindsay Igyarto, Educational Foundation; Keya Graves, Educational Foundation; Cheryl Valloni, Educational Foundation; and Barbara Vazquez, President's Office.

Mr. Jeff Coney conducted a roll call of the Foundation Board. Ms. Toussaint congratulated the Foundation on winning the Nason Award. Ms. Fenton introduced Ms. Lisa Tylke, the Senior Director of Fundraising Services at Evolve Consulting.

**Education Session: Ambassadorship**

Ms. Tylke started by emphasizing the importance of ambassadorship. She highlighted that every board member should act as an Ambassador.

Ms. Tylke stressed that Ambassadors should focus on relationship-building, understanding the organization's message. Advocates were tasked with sharing strategic information and promoting the College's vision.

She further elaborated on the role of the Board of Trustees and Foundation Board of Directors in supporting the College's mission by becoming familiar with Oakton's community, student population, and strategic goals. Ms. Tylke encouraged Board members to be good storytellers when communicating the College's impact and personalizing their messages.

Key points included effective storytelling techniques, overcoming fears in sharing stories, and fostering community engagement. Examples of Oakton College's positive impact on students, such as strengthening workforce readiness and advancing racial equity, were also shared.

Ms. Tylke concluded by encouraging board members to reflect on their key takeaways from the session.

### Growth and Momentum

Ms. Sawyer's presentation on the FY24 Fundraising Performance Review highlighted several key accomplishments and goals for the Educational Foundation. The fundraising goal for FY24 was reached by the beginning of Q4. There was significant growth across fundraising health metrics, with the Foundation surpassing its donor retention, recapture, and acquisition targets. Additionally, frontline fundraising activities saw a 40% increase compared to FY23, and there was an impressive 318% rise in individual major gifts, specifically those valued at \$10,000 or more.

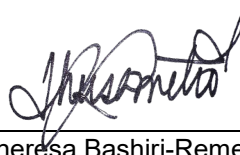
Looking ahead to FY25, the Foundation plans to continue leveraging its board to foster deeper relationships while empowering close friends to serve as ambassadors. A new Direct Mail vendor will be brought on to help expand the Annual Giving program. A \$100,000 match will be used to grow the General Scholarship Fund Endowment. The Foundation also aims to expand its corporate and Foundation programs with a dedicated staff lead. Furthermore, an intentional Planned Giving program will be introduced to secure lifetime bequest commitments. To support these initiatives, the Foundation will hire an Annual Giving Coordinator and an Alumni Relations Specialist, splitting responsibilities that a single senior manager previously handled.

### Adjournment

Chair Toussaint asked for a motion to adjourn the meeting. Trustee Stafford made the motion, which was seconded by Trustee Salzberg. A voice vote was called and the meeting was adjourned at 4:55 p.m.



Marie Lynn Toussaint, Board Chair



Theresa Bashiri-Remetio, Board Secretary

Minutes recorded by:  
Beatriz Sparks  
9/2024