

College Board Retreat
October 26, 2020
Agenda

CALL TO ORDER – Chair of the Board

ROLL CALL – Mariella Abanto

OPENING STATEMENTS – Chair of the Board

- *This is an open, public meeting and has been made available for live viewing by the public through a posted Zoom link;*
- *Should our broadcast be interrupted, we will be notified, and we will have to pause the meeting; and*
- *This meeting is being recorded and will be posted for subsequent viewing on the NOVA website.*

1. Best Practice Partnership Development

A. Panel Presentation: Networking and Making Connections for the College at the Business, Political and Community Level (40 minutes)

Zuzana Steen, Todd Rowley and John Porter

- *Who are the types of individuals I should particularly approach to promote NOVA?*
- *What are the best ways to raise NOVA in a conversation and what should I be prepared to do?*
- *When is it best to approach people and when should I back off?*
- *Where should I guide people to better understand NOVA's value?*
- *How should I start these conversations and how do I keep their interest?*
- *Why is it important to make connections for the benefit of the College?*
- *Why should businesses care about NOVA?*

B. Network Mapping Activity (15 minutes)

Julie Felgar

Activating Your Network (5 minutes)

Rosie O'Neil

2. Approaches to Strategic Messaging

A. Shifting the Narrative and Amplifying the NOVA Value Proposition (20 minutes)

- Rosie O'Neil – *Amplifying the Community College Value Proposition*
- Steve Partridge – *Shifting the Narrative – NOVA's Value*

B. Presentation: Best Practices in College Board - Foundation Board Relations (10 minutes)

- *Betheny Reid, (Betheny L. Reid & Associates, LLC affiliated with eAddancement) will provide a short overview on outreach that would support increased institutional fundraising.*

3. **Other Important Aspects of Messaging**

A. Dealing with Feedback and Responding to “Intelligence (10 minutes)

Rosie O’Neil and Anne Kress

- *What to do when you hear “bad things” from “good people” about NOVA and recognizing opportunities for the Foundation.
Good and Bad examples*

B. NOVA’s Strategic Plan in Action (10 minutes)

Tykesha Myrick

- *Positioning the College for long-term relationships on Capitol Hill, securing grant support, engaging diverse student ambassadors.*

Dana Kauffman

- *Strategic Plan and calendar for outreach, the importance of ongoing communications and the development of “Regional Sheets” to equip Board Members.*

C. Making NOVA Indispensable (10 minutes)

Anne Kress

- *What I learned and gained by being at every invited table, participating and staying in touch. What I hope Board Members takeaway from presentations by their fellow Members and staff: You are NOVA’s connection to the community!*

ADJOURNMENT – Requires a motion and a second