

Minutes
ABQ-ALC Board Meeting

Date: October 22, 2020

Location: Virtual Meeting using Zoom

Time Meeting Called to Order: 2:04 pm

Presiding Officer: Carol Kennedy

Members Present Online: Carol Kennedy (Chair), Robin Treaster (Vice-Chair), Allen Camp (Current Secretary), Ana Ambriz-Quijano (New Secretary), Marty Padilla, Peggy Marquez (New Member), Ruth Sandoval (New Member)

Members Not Present: Steve Turpen (Treasurer), Don Gallup

ABQ Staff (non-voting): Gloria Rael (Executive Director), Jamie Trujillo (Program Director)

Guest Presenter: Michelle Corley (Bookkeeper)

Attachments: Agenda, Financial Statements, Executive Director Report – Attachments are available online at: <https://www.abqalc.org/our-program/our-board-of-directors>

The meeting was called to order. Carol Kennedy introduced the two new board members, Peggy Garcia-Marquez and Ruth Sandoval. She also thanked our outgoing Secretary, Allen Camp, for his dedication and years of service.

The minutes from the August 2020 meeting were approved.

Bookkeeper, Michelle Corley, presented the financial audit findings. She stated that the audit did not result in any areas of concern and did not require any changes or adjustments because it had been a clean audit. She did recommend building a 4 to 8-week reserve of approximately \$10k. She further recommended that the Board wait to receive further guidance regarding the loan forgiveness application for The Paycheck Protection Program Loan. It's possible that the loan may have automatic forgiveness as all expenditures went toward salaries and wages.

Board Chair Carol Kennedy presented the President's report. She discussed the importance of fundraising in these uncertain times and the Board's role in supporting these activities. Grant funders look for 100% board contributions, so she asked the Board to consider any contribute as appropriate by making donations. She thanked the Board for sending the advocacy letters. As a result, she was contacted by a couple of the Councilors. Every Councilor has about \$25k in discretionary funding they can use as well as an additional \$1M each. Funding is available, we just need to be persistent in advocating for ABQ ALC.

Robin Treaster presented the Marketing end of year campaign. Carol Kennedy announced that she and Gloria Rael had developed a newsletter for the end-of-year campaign, and it is in the final stages of being

completed. The expectation is for each board member to use the new verbiage and newsletter in a peer-to-peer fundraiser by reaching out to at least 5 people to donate to our program. The newsletter will also be sent to the previous donor emailing list. Robin invited others to let her know if they are interested in developing new email verbiage for the marketing campaign.

Robin Treaster also shared that the “Sponsor a Student” campaign was still in progress and that a Memorial with information on the “Janice Pecos Scholarship Fund” has been added to the website. A discussion ensued regarding the location of the scholarship donation page. The board unanimously agreed that the donation page should be added to various web pages.

Board Chair Carol Kennedy did not have any legislative updates but did encourage everyone to get out and VOTE!

Carol Kennedy provided an update on the Crisis Communication Plan needed for planned and controlled communications. She interviewed several Public Relations Professionals and found them to be more expensive than the budget can support. She had identified a colleague with significant experience to provide a training session on Media Basics. She will be sending out a pre-survey to the board first before scheduling the training.

Gloria Rael presented the Executive Director’s Report. Gloria provided the new members with a quick overview of where all the ABQ ALC records are stored in Google drive for future access of all board files. Gloria’s report included grant reports and community outreach as follows: She expressed that all grant requirements are currently being met. Community outreach includes two Memorandums of Understanding (MOU) with Duranes Elementary, now that the Bernalillo County grant is in place, and Bridges to Success, which is a MOU renewal. A grant from the Albuquerque Del Norte Rotary for aid to homeless students is being reviewed for assistance to any returning students as well as new students this Fiscal Year who may be in dire need of support. This grant was secured through outreach by one of our board members (Marty Padilla). A new ‘Rethinking Adult Education’ Challenge grant is in progress with Phase 1 due November 25th. Gloria may seek out support from its two newest board members with curriculum design experience. Gloria also invited board members to share their professional story or talents using Google Groups.

went over the program performance report.

Jamie Trujillo presented the Program Director’s report by going over the program performance report. Due to the COVID pandemic, this year’s performance measure results have dropped by 4%. As a result of all activities moving to a remote-learning environment and space constraints, students are finding it difficult to meet the 8 hours requirement. Post-testing is also contributing to the decrease because only 3 students can test at a time and not everyone wants to come in to test. Testing appointments are booked out to two weeks in the future. Jamie recognized this year’s teachers for going above and beyond in finding ways to reach the students and implement new ways of learning to help them achieve the 8 hours requirement.

Action Items

Carried over from previous meetings:

1. Develop a corporate video – Carol Kennedy and Gloria Rael
 - Delayed due to Covid-19
 - Carol to create a “montage”/edit incoming video from instructors and/or students

New Actions

2. Gloria – send everyone a copy of the grant funding spreadsheet (action completed 10/22/20)
3. Jamie – add Scholarship donation page to various locations on the website (action completed)
4. Carol – send crisis communication pre-training survey to board officers (action completed)
5. Carol – develop a plan for document review and share it with Ana and Robin
6. Robin – send verbiage and newsletter to all for marketing fundraising campaign
7. All – use new verbiage and newsletter in the peer-to-peer fundraiser to 5 contacts each
8. The next meeting will be held virtually at 2:00 pm on January 21, 2021; 2:00 – 400 pm

The meeting was adjourned at 3:47 pm

Prepared by Ana Ambriz-Quijano and reviewed by Allen Camp, ABQ-ALC Secretary