



KUOW, EXEC Nov 7th Meeting RSVP REQUIRED

KUOW

Thursday, November 7, 2024 at 4:30 PM PST to Thursday, November 7, 2024 at 6:00 PM PST

Agenda

I. Welcome & Call to Order

4:30 PM

Presenter: Andy McGovern

A. Board Engagement Through an Equity Perspective

We encourage all Board members to consider these guiding questions as they engage in their work:

- *What would be my default decision or solution in this situation?*
- *Who benefits from this default approach?*
- *Whose perspectives are missing?*
- *What steps will I take to make a more equitable decision or design a more equitable solution?*

B. Invitation to Disclose Possible Conflicts of Interest

C. Overview of Meeting Purpose

Governance Resolutions

CY2025 Committee Structure

D. Invitation for Additional Topics

E. Approval of September 5th Executive Committee Meeting Minutes

II. Committee Summaries

4:35 PM

A. Governance Committee

- 1. Oct 8th Draft Minutes**
- 2. Exhibits**

B. Reach & Resource

- 1. Oct 9th Draft Minutes**
- 2. Exhibits**

C. Finance & Audit

- 1. Oct 17th Draft Minutes**
- 2. Exhibits**

D. Diversity, Equity, and Inclusion

- 1. Oct 29th Draft Minutes**
- 2. Exhibits**

III. Executive Committee Business

A. UW Foundation Update

- FY '24 Metrics: In fiscal year 2023–24, more than 160,000 donors generously contributed nearly \$669 million to the UW in support of students, faculty, programs and facilities.
- Four New At-Large UW FB Directors: Sheila Brooks, Vivian Ho, Brian Langstraat and Kelvin Westbrook. At-Large directors do not represent a specific area of the UW rather serve across the board on various committees and capacities.
- Campaign Visioning Stage, an iterative multiyear process, has begun: President Ana Mari Cauce and UW Foundation Board President Mary Gresch shared their favorite stories of impact from the Be Boundless campaign and provided an update on campaign planning sharing that we are currently in the visioning stage.
- Presidential Search: The presidential search has begun and the pool is competitive. The UWFB had an opportunity this summer to meet with the search firm and provide context as stakeholders. President Cauce is committed to setting this person up for success with all stakeholders: students, faculty, government officials, and the community. President Cauce is not leaving the university, simply returning to her role as a faculty member.
- UW's 2024 Entering Class is the most diverse student body in the school's 164-year history.
- Board Member for Life, Dan Evans, recently passed away and a short tribute was shared during the meeting

B. Campbell & Campbell Exec Search Update **4:55 PM**

C. Governance Resolutions **5:00 PM**

Presenter: Raina Wagner

D. CY25 Committee Structure **5:10 PM**

Presenter: Raina Wagner

IV. Station Business

A. UUR Dashboard **5:20 PM**

B. Financial Summary **5:35 PM**

C. Racial Equity Team Update **5:45 PM**

Async- RET Update from Hilary Lee

1. The main update for RET is that we completed the TOCA assessment and are working on operationalizing some of the learnings.
2. We are in the process of updating the REDI plan and work plans for the year.
3. We are hoping to recruit more RET members this year.
4. We launched the Racial Equity Tool Kit for staff and hosted a training session. The goal is to have this resource available for major decision-making and project planning. It helps us work with a racial equity lens.

V. Additional Topics

VI. Upcoming Meetings

Annual Meeting

November 21st

KUOW Station- In Person

4:30- 6:30 PM - Meeting

6:30 - 8:30 PM- Reception

VII. Public Comment

5:50 PM

VIII. Executive Session

IX. Adjournment

5:55 PM



APPROVED KUOW, EXEC Nov 7th Meeting Minutes

KUOW – Virtual & In-Person | November 7, 2024 at 4:30 PM PST

In-Person Location | Rita Koontz Community Center 1121 NE 45th St, Seattle WA 98105

Virtual Location | Zoom

Attendance

Members Present: Mark Ashida, Heidi de Laubenfels, Randy Hodgins, Christopher Jay, Caryn Mathes, Andy McGovern, Claire O'Donnell, Raina Wagner, Ian Warner

Members Absent: n/a

Staff Present: Ryleigh Brimhall, Shawnteasha Crow, Kerry Swanson

Members of the Public: n/a

I. Welcome & Call to Order | Mr. McGovern called the meeting to order at 4:32pm.

1. Board Engagement Through an Equity Perspective

- a) Mr. McGovern had the Committee reflect on the DEI reflective statements centering equity during the Committee meeting and in discussion.

2. Invitation to Disclose Possible Conflicts of Interest

- a) Mr. McGovern asked the Committee to disclose any possible conflicts of interest, and none were expressed.

3. Overview of Meeting Purpose

- a) Mr. McGovern went over the meeting's purpose which was to review and vote on resolutions coming from the Governance committee and the 2025 Committee Structure.

4. Invitation for Additional Topics

- a) Mr. McGovern asked the Committee for any additional topics, and none were expressed.
- b) Due to timing, Mr. Mc Govern did change the order of the meeting's agenda to: CEO Search, Station Business and then Committee Business.

5. Approval of September 5th Executive Committee Meeting Minutes

- a) Mr. McGovern called for a motion to approve the September 5th meeting minutes.
- b) **Motion:** moved by Mark Ashida and motion seconded by Ian Warner. With no objections, the meeting minutes were approved.

II. Campbell & Campbell Exec Search Update | Mr. McGovern asked Mr. Warner to give the Committee an update about the progress of the CEO search. Mr. Warner shared with the Committee that the search committee has a short list of candidates and will be preparing for the final round of interviews soon.

III. Station Business | The following topics were covered during the Station Business portion of the meeting: UUR Dashboard, Financial Summary, and Racial Equity Team Update.

1. **UUR (Users, Usage, Revenue) Dashboard |** Mr. Swanson gave the Committee an overview of the FY25 UUR Dashboard, currently do not have the numbers for October, but they are to come. Monthly average users app downloads are good, Mr. Swanson did say that after January things might change given the election cycle and public interest. Regarding usage, Mr. Swanson shared with the Committee the average month podcast downloads as something they are watchful of given the amount of podcasts the Station is releasing. Lastly, Mr. Swanson shared that Station leadership is watching and measuring their progress regarding impact metrics. The Station is working with impact architects, an outside agency, to measure and benchmark language and other demographic information in the Station's newscast.
2. **Financial Summary |** This is the September 2024 Financial Statement Summary provided by Ms. Ms. Dial. *Although September revenue was under budget, a strong August left us in a position where we're still ahead of budget YTD. See more about revenue below (page 1 and 2). Even with some unbudgeted costs related to recruiting a new GM, our net from operations is \$338K better than budgeted (pages 4 and 5). Cash that isn't restricted or designated for other purposes can fund 81 days of operations (see page 7).*
 - a) Additionally, Ms. Mathes shared with the Committee how the Station was performing against the guardrails that were established alongside the FY25 Capital and Operating Budget. Planned Giving, Major Gifts, and Business Support all have well and over delivered against its original forecast. Lastly, Ms. Mathes shared with the Committee her progress regarding fundraising efforts with Major Giving.
3. **Racial Equity Team (RET) Update |** Given the absence of RET Co-Chair, Fieta Robinson, the Committee read updates from Co-Chair Hilary Lee which are below.
 - The main update for RET is that we completed the TOCA assessment and are working on operationalizing some of the learnings.
 - We are in the process of updating the REDI plan and work plans for the year.
 - We are hoping to recruit more RET members this year.
 - We launched the Racial Equity Tool Kit for staff and hosted a training session. The goal is to have this resource available for major decision-making and project planning. It helps us work with a racial equity lens.
 1. Additionally, Mx. Brimhall and Mr. Swanson led a discussion with the Committee about the integration of Directors attending RET meetings. Prior to 2024, the DEI Chair or Vice Chair would regularly attend RET meetings and share their insights with the Board. Additionally, the RET Chair or Co-Chair would regularly attend DEI meetings and do the same. In 2024, RET offered an open invitation to all Directors to attend their meetings and it proved to be overwhelming given meeting cadence. The Committee discussed this and decided it would be best to go back to the previous liaison relationship between the DEI Committee and RET.

IV. Committee Summaries | Mr. McGovern gave the Committee time to silently read the Committee Summaries. The summaries from each committee are below.

1. **Governance Committee Summary |** Governance Committee members provided brief updates on the Retreat and Bylaws task forces and received a report on Orientation, then reviewed the draft work plan for 2025. Other agenda items: Proposed slate for Board Officers and Committee leadership and connecting new Board members with their Board Buddies.
2. **Reach & Resource Summary |** The Committee reviewed the 2025 engagement form, and with their feedback on whether change needs to happen or anything that could be helpful from a tracking perspective. There was a discussion about the 2025 engagement plan. The Committee discussed many ideas about creating routines and rituals around engagement, such as having the Committee members help with fundraising and giving an amount, as well as a new quarterly Committee engagement tracker.
3. **Finance & Audit Summary |** The Finance Committee first action was to catch up on the approvals of past meeting minutes approving May 23, 2024, June 6, 2024 and August 22, 2024 meetings. FinCom then received the 2024/Q3 Bernstein report on the investment portfolio. Stocks had a stellar Q3 with the Longterm portfolio up 11.2% and the Medium portfolio up 9.9% both net of fees. The FinCom then had a lengthy discussion about raising the allocation of the portfolio from 60% to either a higher or lower percentage. Bernstein had run an analysis of the last 9 months previously showing that a ESG portfolio did not have a return penalty vs. the overall market. After discussion, including looking at the potential disruption of the markets from the US Presidential Election, FinCom decided to table any potential changes until Q1/2025. KUOW Management gave an update on the Audit and said they are on time and ready to present to FinCom and then onto the ExecCom and then Full Board. There were no members of the public. The meeting ended at 5:00pm.
4. **Diversity, Equity, and Inclusion Summary |** We had another workshop with Karen Hirsch and our team agreements. Voted to approve. Heard RET report and discussed goals/scheduling related to DEI committee engagement.
5. **UW Foundation Update**
 - FY '24 Metrics: In fiscal year 2023–24, more than 160,000 donors generously contributed nearly \$669 million to the UW in support of students, faculty, programs and facilities.
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community. President Cauce is not leaving the university, simply returning to her role as a faculty member.

- UW's 2024 Entering Class is the most diverse student body in the school's 164-year history.
- Board Member for Life, Dan Evans, recently passed away and a short tribute was shared during the meeting

V. Executive Committee Business | Mr. McGovern had Governance Chair Ms. Wagner presented to the Committee the following three resolutions from approved from the Governance Committee: Drafted Resolution to Elect UW Director 2025, Drafted Resolution to Elect 2025 Board Officers, and Drafted Resolution to Elect Committee Members 2025. During the discussion, the Committee agreed that having an Immediate Past Chair would not be needed for 2025 given transitions on the Board. With that, Mr. McGovern called for a motion to approve the Governance resolutions as presented.

1. **Motion** moved by Heidi de Laubenfels and motion seconded by Claire O'Donnell. With no objections, the resolutions were approved.

VI. Public Comment | Mr. McGovern asked if there were any members of the public in attendance that would like to make a public comment. There were no members of the public and no public comments were made.

VII. Executive Session | The Committee did not call for an Executive Session.

VIII. Adjournment | Mr. McGovern adjourned the meeting at 5:23pm.