

Hillsboro 2035 Community Plan Oversight Committee Meeting Summary



May 6, 2021 | 4:00-5:30pm

Attendees: Nathan Sosa, Deanna Palm, Sarah Moll, Kim Megorden, Beth Graser, Tonya Leedy, Cindy Cosenzo, Ted Vacek, Beach Pace, Heather Robinson, Israel Muñoz, Jessica Stark, Liz Connor, Amber Wilson, Gentry Kauwe, Zane Othman, Begoña Rodriguez, Izabella Peña, Rommel Rodríguez, Elijah Lynn, Jason Robertson, Dacia Bakkum, and special guest - Aron Carleson

Absent: Lacey Townsend, EJ Payne, Ramon Cancel, Zoi Coppiano, Ishaan Sinha, Simone Brooks

Welcome

Ted Vacek welcomed the group and turned the meeting over to Israel Muñoz, Oversight Committee member and incoming Chair.

Partner Presentation: Hillsboro Schools Foundation

Aron Carleson, Executive Director of the Hillsboro Schools Foundation (HSF), shared the following information about the organization with Oversight Committee (OC) members.

- HSF was founded in 2000 to raise private funds and cultivate community support for innovative programs in the Hillsboro School District.
- The Hillsboro Schools Foundation is governed by an all-volunteer Board of Directors.
- HSF has raised more than 4.6 million dollars for the Hillsboro School District over the past 20 years
- Since August 2020, more than \$241K, has been awarded
- Currently producing career pathway exploration kits for elementary and secondary students that include bi-cultural books about different careers, career sheet with information about the required education and earning potentials for different careers and items that kids can try on (for example safety vest, tape measure, etc. for construction careers).

HSF fundraising activities include:

- Grant Writing to companies and private foundations
- Donate button on website
- Facebook
- Mailers and newsletters
- Sponsorships
- Contributions from individuals and businesses are a significant portion of funds raised

HSF Events:

- HSF Alumni Golf Event September 23, 2021 NEW!
- Tamale Festival – November
- Gala & Auction – February
- Shred Event - November & May
- Phone-a-thon – Fall
- Brewfest – Summer
- Special events: Trail Blazer games, Hops, staffing events

Ways you can support HSF:

- Volunteer for a committee - Events, Marketing, Grants, Scholarships, Auction, Nomination/Volunteer
- Sponsor an event
- List HSF on your LinkedIn and FB as a donor or volunteer
- Donate items or experiences to our auction
- Donate your services for HSF uses or use your network to promote HSF
- We are currently in search for a new volunteer treasurer CPA
- We are currently in search of new volunteer Board Members from aerospace, Hitech management, and Healthcare.
- One hit wonder volunteer activities. Shifts at Brewfest, Tuesday Marketplace and more.
- Make a gift. One that is meaningful to you is even MORE meaningful to the students.

After the presentation, OC members joined two breakout sessions to discuss and brainstorm the following questions:

How can HSF attract more partners and collaborators?

1. Collaborate more closely with the Hillsboro Chamber of Commerce
 - a. Hold information presentations in conjunction with the Chamber.
 - b. Reach out to businesses that already participate in the “Leadership Hillsboro” program.
 - c. Reach out to businesses / professionals that volunteer with the “School to Career” program.
2. Corporate / Municipal / Non-Profit Partnerships
 - a. Partner with City of Hillsboro / Washington County to ask businesses to contribute a small amount to HSF whenever they renew their business license. It can be framed as helping to educate future workers. Or include an information about donating to HSF with the business license renewals.
 - b. Ask corporations if they will match employee contributions and help raise awareness
 - c. Ask grocery store customers to donate at the check-stand to raise money as well as awareness
 - d. Work with Hillsboro Community Foundation to help people setup testamentary gifts for HSF.

3. Advertise with targeted venues
 - a. Golf courses
 - b. Farmers markets
 - c. Billboards on TV Highway
 - d. STEMposium at Intel
 - e. Hillsboro Hops games
 - f. Events at the Hillsboro stadium

4. Other Ideas

- a. Launch a public awareness campaign called “What is HSF?” Encourage people to visit the website. Those that register will be put into a drawing to win something. Get the word out through teachers, parent-teacher organizations, local newspapers, social media, etc.
- b. Find out if HSD still does “career days” at schools. If so, ask the presenters to sign-up with HSF as well.
- c. Hold a fair entitled “I love schools.”

How should HSF brand its upcoming K-6 CTE initiative?

- Brand to capture interest
- “Find/Explore Your Future” type theme to help students think about different options for work
- Avoid technical career pathway / job language – more “good options” for spending your time in the future, or “here are jobs people love to do” and align with existing HSD pathway options
- Feature alumni doing the jobs you want to promote
- Make it visual – kids need to see themselves able to do a job
- Consider brand words or acronym that work in both English/Spanish (e.g., Imagine)

Progress Report and Planning Logistics

Jason reported that just under half of lead partner surveys have been collected. He noted solid progress had been made in all vision focus areas and shared several highlights. He also noted some partners had requested assistance or encountered challenges, and that some of those items would become OC discussion or barrier-busting topics.

Annual All-Partner Event: Alternate Approach Discussion

Due to ongoing Covid related challenges, this year’s annual partner celebration has been canceled. In lieu of the celebration, Ted and Israel will be sharing a thank you letter with partners on behalf of the OC. Partners will also receive printed copies of the Hillsboro 2035 Community Plan.

Member Announcements/Public Comment

- The ESD is leading an initiative for a universal pre-K program. Task force members needed for program/policy development and to consider infrastructure/space/locations for preschool programs. The initiative will be on the November 22 ballot.

- Washington County Solid Waste and Recycling is hosting a county-wide scavenger hunt through May 22 using the app, [GooseChase](#), to promote fun and educational opportunities surrounding the environment and community health.
- Cindy will be at the Saturday Farmers' Market – look for her and her striped chairs by the Civic Center Plaza fountain. Stop by for a chat a personal poem!
- Save the Date -- National Pollinator Week is June 21-27. Jackson Bottom Wetlands will be hosting activities, crafts and virtual learning – [check the website for info!](#)

Notes:

Next meeting: Thursday, June 17, 4-5:30 pm