



NVCDAS



District Auxiliary Services
Annual Report 2023/2024

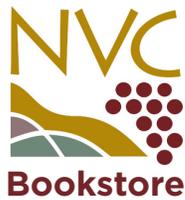
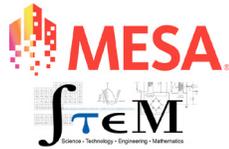
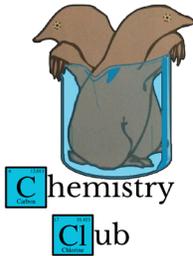


Table of Contents

2024 BOARD OF DIRECTORS.....	1
ABOUT DAS.....	2
INTRODUCTION.....	3
PROGRAMS & ADVANCEMENT TEAMS.....	4
AUXILIARY MANAGEMENT HIGHLIGHTS.....	5
AUXILIARY MANAGEMENT GOALS.....	6
NVC CAFE & CATERING.....	7
NVC PRINT SERVICES.....	9
PERFORMING ARTS CENTER.....	11
WRITERS' CONFERENCE.....	13
NVC BOOKSTORE.....	15
NVC WORKFORCE TRAINING INSTITUTE.....	17
TRIPS & TOURS.....	19
VIVA MARIACHI.....	21
NVC ESTATE WINERY - SALES.....	23
PROGRAM FUNDING BY NVCF.....	24
DAS FUNDRAISING AT NVC.....	25
NVC PARTNERS.....	26
EMPLOYMENT SERVICES.....	27

Board of Directors

NVC District Auxiliary Services Foundation is governed by a five-member board that provides financial oversight of public funds through annual budgeting and regular financial monitoring. The Board is subject to the California Public Meeting Act (Brown Act) and is responsible for compliance with laws, regulations, and permitting for the non-profit and its operations.



James Reeves,
Chair of the Board, Asst.
Superintendent/ Vice President,
Administrative Services



Dr. Alejandro Guerrero,
Vice-Chair, Assistant
Superintendent/Vice President,
Student Affairs



Jeni Olsen, Board Member,
Napa Valley CCD Board of
Trustees



Bruce Ketron, Board Member,
NVC Foundation Board of
Directors



David Prince, Treasurer,
Accountant, Business Office

Executive Director's Message



Carolee Cattolica,
Director, Enterprise and
Auxiliary Services

The District Auxiliary Services Foundation (DAS) plays a crucial role in supporting Napa Valley College by generating revenue and managing resources that advance educational programs and campus life.

Through the operation of revenue centers, contracts, and property management, DAS provides the fiscal support and flexibility needed for activities that do not receive state funding.

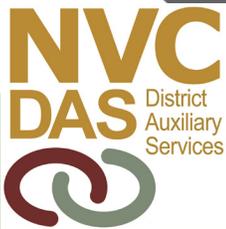
Last year, DAS expanded its impact through strategic communications, promoting college events, instructional programs, and student clubs while fostering greater engagement with donors and the community. By coordinating outreach and managing donor contributions, we ensure resources are utilized effectively and donor intentions are fulfilled.

DAS remains committed to supporting Napa Valley College's mission by eliminating barriers posed by traditional budgetary controls and aligning auxiliary activities with sound business practices.

Thank you to all our partner programs and donors for creating opportunities and driving innovation at NVC.



How DAS Serves the District



About DAS

Why an Auxiliary?

Per Title 5 and NVC Board Policy and Procedure - BP-AP 3600

To eliminate the undue difficulty that would otherwise arise under the usual governmental budgetary, purchasing, and other fiscal controls except as expressly prohibited by the Education Code or Title 5, or the district's procedures.

To provide the fiscal means and the management procedures that allow the district to carry on educationally related activities not normally funded by State apportionment.

To provide fiscal procedures and management systems that allow effective coordination of the auxiliary activities with the district in accordance with sound business practices. To be a highly visible conduit for individuals or entities to direct resources in a way that ensures donor intentions are fulfilled.

Mission

The Napa Valley College District Auxiliary Services Foundation (DAS) was incorporated in October 2013 as a nonprofit public benefit corporation for the purpose of promoting and assisting the educational mission of Napa Valley College.

DAS supports co-curricular programs, food/retail services, charitable giving, and co-promotional community partnerships.

DAS is governed by a Board of Directors and the Napa Valley College Assistant Superintendent/Vice President of Administrative Services serves as the Chief Executive Officer and Board Chair.

Introduction & Purpose of the Annual Report

2023/2024 Annual Report

Per Napa Valley Community College District policies and procedures BP/AP 3600 - Auxiliary Organizations and Title 5, an annual report shall be submitted to the Board of directors of the auxiliary organization and to the Superintendent/President within six months of the close of the fiscal year.

The report shall include, but is not limited to:



All financial statements are required to be filed with the California Community Colleges Chancellor's Office.



A comparison of budgeted and actual expenditures.



A description of major accomplishments of the organization.



A description of improvements proposed for the organization's operation.

Our Services

Auxiliary organizations may be recognized and established by the Board of Trustees to perform services, programs and functions which are an integral part of the community college educational programs. The following supportive services and specified programs have been determined to be appropriate:

Auxiliary Services Permitted by the Chancellor's Office

ACTIVE

- Bookstores.
- Food and campus services.
- Facilities and equipment, including parking.
- Loans, scholarships, grants-in-aid.
- Gifts, bequests, devises, endowments, and trusts
- Public relations programs and activities to build public support for the district.
- Workshops, conferences, institutes and federal and specially funded projects.

OTHER

- Student union programs.
- Alumni activities.
- Supplementary health services.



CHARTING SUCCESS FOR THE FUTURE

Programs and Advancement Teams

On behalf of the College, DAS coordinates advancement efforts for multiple co-curricular and/or community services programs. Each program has:

- An operational team that receives support and services through the auxiliary.
- An independent communications calendar for fundraising, sales, enrollment, and/or engagement.
- An off -premise website, separate social media/marketing & staff , mailing lists, campaign calendar, events, and/or similar marketing tools - where the NVC brand is, by design, represented significantly.
- A primary goal, to support, promote and advance the Mission of Napa Valley College.

Most programs have specific annual budgets, plans, and goals adopted by the DAS Boards of Directors.

Advancement Teams

- **NVC Cafe & Catering**
- **NVC Print Services**
- **Performing Arts Center**
- **Napa Valley Writers' Conference**
- **NVC Bookstore, 3 Party Contract**
- **NVC Workforce Training Institute**
 - Napa CPR - Healthcare Workforce Training Center
 - Criminal Justice Training Center
 - NV Cooking School - Wine & Food Training Center (New)
- **Trips & Tours**
- **Viva Mariachi Festival**
- **NVC Estate Winery**
- **40+ Other Programs, including**
 - ASNVC
 - Student Clubs
 - Classified Senate
 - Basic Needs Center
 - Puente
 - Classified Appreciation
 - MESA/Stem Center

Auxiliary Management - Highlights 23/24

DAS has seen growth and increased revenues in most programs and services in 2023/2024.

- Concluded the work of staff and legal counsel to finalize a new Operating Agreement with the District. The new agreement defines authorized areas of auxiliary operations and provides for transparent accounting of provided benefit to the District, including commensurate return.
- Reorganized and expanded staff to address growth in marketing/ communications, human resources/ payroll, and Print Services.
- Renegotiated Festival Napa Valley partnership agreement to expand the programs they support as well as increase rental income.
- Extended Partnership Agreement with Napa Broadcasting for 1 year.
- Concluded Service MOU with the Viticulture & Winery Technology Foundation for Estate Winery operations.
- Adopted a NVC Print Shop Business Plan and an initial budget to expand services to off campus partners and implement a web-based job ordering platform for campus.
- Established digital budget proposal and reporting system for NVC Foundation restricted fund program managers.
- Expanded HR/Payroll Services - both the number of departments and number of employees.
- Established budgetary framework and initial plan to expand the Workforce Training Institute to include a Wine, Food, and Hospitality Training Center.
- Increased unrestricted revenues from Napa CPR, Trips & Tours, Food Services, Print Services, and other programs.
- Initiated review of Employment Services (HR& Payroll) program fees and departmental structure in preparation for a transition to online payroll management and reporting.
- Launched mandated CalSavers retirement savings program.
- Completed annual audit.
- Filed 22/23 state and federal tax returns.
- Welcomed new board member Jeni Olsen as the appointee for the Napa Valley Community College District Board of Trustees following Trustee De Luna's service.
- Continued collaboration with and allocation of support to the NVC Foundation. Notably, \$75,000 was allocated for to Phase 2 of the Wine Education Center Capital Campaign for marketing, promotion, and event support.
- Reviewed Directors and Officers Liability Coverage as well as property and liability, and other insurance coverages.
- Implemented new online giving, event, and registration platform within Salesforce.
- Established an online Clay Store for Ceramics program students.
- Expanded support for fundraising for student clubs, student government, and other campus programs.
- Conducted annual reviews of compliance calendar, auxiliary organization overview and board of directors duties.
- Launched expanded events and partnerships in Food Services.
- Launched Spanish Language CPR courses to serve the community.
- Update Gift In Kind forms/procedures

Auxiliary Management - Goals 24/25

NVC DAS has many varied ambitious goals for the coming year.

- Launch Print Services to outside customers. See also Proposed Print Shop Budget and Business Plan. (Software implementation dependent)
- Evaluate Upper Valley Center for use as a Conference and Event Center.
- Expand Napa CPR's (Workforce Training Institute program) Training Site Contracts with local agencies, Spanish Language courses, and on-site trainings.
- Evaluate Event Support department to serve the District and outside users.
- Launch and Manage Pilot Food Services program at River Trail Village.
- Hire Assistant Resource Development Coordinator and Auxiliary Services Specialist.
- Formalize and implement new Operating Agreement procedures.
- Finalize MOU's with co-curricular programs based on new Operating Agreement terms and conditions.
- Collaborate on Alumni Association with the Napa Valley College Foundation.
- Restructure payroll departments and implement online time-keeping for all departments.
- Implement Click & Pay online enterprise & events module for Salesforce CRM - Non Profit Success Pack (NPSP).
- Develop Criminal Justice Training Center (Workforce Training Institute program) marketing plan.
- Evaluate resumption of PhotoEye lecture series.
- Evaluate promotional opportunities for the Jessamyn West Writing Contest. Evaluate re-vamp of Visual Arts, Basic Needs and other program opportunities.
- Hire Audience Development Coordinator for Performing Arts performance program.
- Onboard new Wine, Food, and Hospitality Manager.
- Migrate Napa Valley Writers' Conference to new Paypal account and Square.
- Evaluate Community Education schedule print, ad sales program, and District benefit.
- Finalize and implement Workforce Institute - Wine, Food & Hospitality Training Center Plan.



Strategic Planning

Developing and executing strategies that stimulate growth.



Financial Advisory

Optimizing financial performance, budgeting, and forecasting.



Operational Efficiency

Streamlining processes and improving operational effectiveness.



Technology Solutions

Leveraging technology for efficiency and competitive advantage.





Coffee & Good Vibes

ABOUT

NVC Cafe & Food Services

NVC Food Services are operated and managed by the Enterprise & Auxiliary Services department and includes the NVC Cafe & Catering, vending, food truck contracts, and lunch plans.

The Cafe menu features a curated selection of grab-and-go sandwiches and high-quality pastries sourced from local providers. The Cafe beverage menu is a curated selection of classic coffee beverages and rotating specialty drinks.

The Cafe offers on campus catering which can be scheduled on our NVC web page.

Cafe Hours M-F, 7:00 am to 2:00 pm



OUR TEAM

- Leila Whitney, Food Services Manager
- 1 Assistant Manager, 3 staff baristas
- Morgan Louie, Resource Development Manager, DAS
- Carollee Cattolica, Director, Enterprise & Auxiliary Services

HIGHLIGHTS

The NVC Cafe had an exceptional year, marked by several significant achievements that enhanced our offerings and community engagement:

Vendor Partnership: The Cafe secured a contract with local vendor Sushi Monkey to incorporate fresh sushi into the daily menu,

Successful Events: afternoon happy hour in collaboration with the NVC Winery and the Office of Student Life. These events provided a relaxed and enjoyable atmosphere for students and staff to unwind and connect.

Menu Diversity: The introduction of a “Soup of the Month” program added another layer of diversity to our food options, offering customers a variety of delicious and hearty soups to enjoy.

These accomplishments highlight our commitment to providing high-quality food and fostering a vibrant campus community. We look forward to building on this success in the coming year.



PLANS FOR 2024/2025

Looking ahead, the NVC Cafe has several exciting plans to further enhance our offerings and community engagement. These initiatives reflect our commitment to continuous improvement and our dedication to serving the NVC community.

EVENTS

The Cafe plans to host more specialty events to contribute to campus enrichment and foster a sense of community. These events will provide opportunities for students, staff, and faculty to connect and enjoy unique dining experiences.

LOCAL VENDOR PARTNERSHIPS

The Cafe aims to continue partnering with local vendors to provide a diverse, fresh, and affordable variety of foods. To start we already have contracts with Sushi Monkey, West Won, and Sweetie Pies bakery.

GENERATE REVENUE

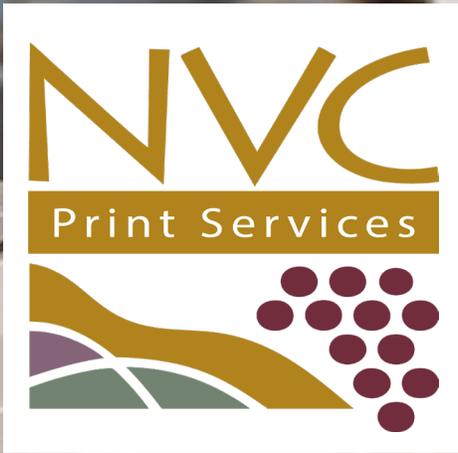
Develop social media Standard Operating Procedures in collaboration with DAS Development Coordinator for marketing and communications for café, vending, and pop-ups. Monthly Newsletters to students and staff to highlight changes and new items.

DINNER DELIVERY PROGRAM

With the opening of campus housing, we are excited to grow and offer more sustainable food options. Additionally, we plan to extend our hours to better accommodate the needs of campus residents, providing convenient and accessible dining options.

BUDGET TO ACTUALS

	ACTUALS	BUDGET
Restricted Funds	N/A	N/A
Revenue	128,142.00	-47,000.00
Expenditures	163,256.00	-113,900.00
Net	- 35,114.00	-35,900.00



ABOUT

NVC Print Services

Napa Valley College Print Services provides an on-site copy, print, and design center that serves the college community and select local partners, including the NVC Foundation and college auxiliary programs.

Print Services offers graphic design assistance and digital printing solutions such as copying, scanning, professional letterhead, custom envelopes, business cards, large format printing (up to 13x19 poster), flyers, brochures, programs, comb binding, finishing, trimming and other similar services.

Print Services supports the goals and mission of Napa Valley College with a focus on instructional support as well as internal and external communications, marketing, public relations, and media work.

Print Services serves the faculty, staff, and students of NVC. Historically, services were also provided to a broader range of customers including the Napa County Office of Education and Napa Unified School District.

Print Services has one District employee, Rick Foley, Print Services Technician. Backfill coverage is provided by Morgan Louie, District Auxiliary Services Resource Development Manager.

HIGHLIGHTS

The NVC Print Shop is made significant advancements this year following the adoption of a new initial budget and business plan in June 2024.

The plan is designed to boost revenue, upgrade equipment, and enhance our printing capabilities. One of the key initiatives underway is the selection of e-commerce software that will allow for online job submission and billing.

The team is currently reviewing two finalist software providers Konica Minolta's PageDNA and EDU Business Solutions' Print Shop Pro 11—both of which hold existing California contracts for “piggyback” procurement, streamlining the process for selection and implementation.

As described in the adopted Business Plan, Print Services is an expensive operation of the District that presents revenue opportunities to support the District's mission. The District Fee Schedule was revised to reflect Fair Market Value fees for commercial print services in June 2024. Hard/District costs are under revision.

OUR TEAM

- Rick Foley, Print Shop Manager
- Morgan Louie, Resource Development Manager, DAS
- Carollee Cattolica, Director, Enterprise & Auxiliary Services



PLANS FOR 2024/2025

- Amend Operating Agreement between NVCCD and DAS to include Print Services operations.
- Implement an online print sales & management platform.
- Establish audience/customer list and launch preliminary outside customer invitations – Year 1.
- Evaluate cost/benefit for large format/vinyl signage printing capacity.
- Revise District Fee Schedule to include all actual costs. Currently District fees are based only on paper, toner, and click fees, not salaries or equipment.

UPDATED SOFTWARE

By implementing the new printing software and upgraded capabilities, we will streamline order submission, improve tracking processes, and enhance the overall customer experience.

NEW EQUIPMENT

Additionally, new equipment options are being explored to expand our services, including the ability to produce full-sized posters and all-weather signage. These upgrades will allow the NVC Print Shop to better support the college’s instructional, marketing, and communication needs while also positioning us to serve external clients.



ABOUT

NVC Performing Arts

Performing Arts Napa Valley creates high quality instructional theater and music experiences on stage and in the classroom. Serving all segments of the community including transfer students, lifelong learners and college staff, students are offered the opportunity to learn from professional artists in a way that inspires a passion for the artistic process.

In addition to theater and music performances, Performing Arts Napa Valley includes a variety of co- curricular programs, partnerships and campaigns including Shakespeare Napa Valley, Emergence Festival, Project Discovery, Shakespeare Summer Stroll at di Rosa Center for Contemporary Art, Cafeteria Kids Theater co- productions, and more.

The Theater wing houses the Studio Theater, scene shop, acting studio, and theater support. The Music wing features the Silvagni Recital Hall, music rehearsal space, choral rehearsal, orchestral rehearsal, practice rooms and piano classrooms. Public areas include the Main Theater performance space, dressing rooms and green room, box office, service kitchen, Paul Ash Lobby, terrace, and administrative offices.

OUR TEAM

- Jennifer King - Theater Arts and Film Studies Coordinator and Artistic Director, Artistic Director of Shakespeare Napa Valley.
- Dr. Christina Howell- Music Department Coordinator and Artistic Director, Director of Vocal Studies
- Olivia Cowell - Audience Development Coordinator, Part-time Instructor Arts and Humanities, Shakespeare Napa Valley Associate Artist
- Robert Harris - Dean, ARAH, HEOC, LADS

HIGHLIGHTS

Record funding for Theater Arts, particularly to support Shakespeare Napa Valley productions.
County of Napa
Di Rosa Center for Contemporary Art
Napa Valley Presents
Arts Council Napa Valley

Theater Productions:

- The Wizard of Oz
- Spring Awakening
- Emergence Festival of New Works
- The Laramie Project (a staged reading) marking the 25th anniversary of Matthew Shepard's death
- Holiday Happenings (world premiere)
- Es Una Vida Maravillosa (world premiere) Shakespeare Napa Valley produced first Spanish Language play at Napa Valley College

Music Productions:

- Jazz Ensemble Concert
- Student Recitals
- A second annual Cookies and Carols Concert
- Considering Matthew Shepard, a moving and genre-transcending work that explores the life, death, and legacy of Matthew Shepard; presented by Napa Valley College Chorale and the Napa High School Chamber Choir.



PLANS FOR 2024/2025

2024

- Shakespeare Napa Valley production of “Twelfth Night” in partnership with the di Rosa including musical arrangements by Dr. Christina Howell.
- Mainstage musical Seussical in partnership with Cafeteria Kids Theater, including student matinees for local youth.
- Music Department presents 3rd Annual Cookies and Carols concert, in addition to a Sunday Recital series in the Silvagni Recital Hall. Each 1st Sunday of the month includes a recital open to the public.

2025

- Emergence Festival of New Works focuses on performing art, fine art, film, and written word pieces.
- Napa Valley premiere of As You Like It a musical adaptation of Shakespeare’s comedy.
- Napa Valley premiere of The 39 Steps, abridged a slapstick comedy.
- Ola Gjello’s Sunrise Mass presented by NVC Chorale and American Canyon High School Chamber Choir
- Expand Standardized Patient Program to include nursing and respiratory therapy programs.

BUDGET TO ACTUALS

	ACTUALS	BUDGET
Restricted Funds	212,006.00	99,030.00
Revenue	89,466.00	110,000.00
Expenditures	-74,603.00	-88,600.00
Net	226,869.00	120,430.00

Napa Valley Writers' Conference

ABOUT

NV Writers' Conference

Since 1981, the Napa Valley Writers' Conference has provided literary fellowship and a craft-focused experience among the foothills and vineyards that have made this region famous.

The Napa Valley Writers' Conference was founded in 1981, when Dave Evans, a professor of English at Napa Valley College, assembled a group of distinguished Berkeley poets and a small group of students in the quiet beauty of the Napa Valley. NVWC is the longest running program at the college.

The Napa Valley Writers' Conference is an auxiliary program of Napa Valley College that increases the prestige of the District and the Language & Developmental Studies Program. The conference advances the mission of Napa Valley College through enrollment as well as other financial and non-monetary benefits.

OUR TEAM

- Angela Pneuman, Executive Director
- Andrea Bewick, Managing Director
- Charlotte Wyatt, Fiction Director
- Iris Dunkle, Poetry and Translation Director
- Elaine Ray, Fiction Director
- Nan Cohen, Poetry Program Director
- Robert Harris, Dean, ARAH, HEOC, LADS

HIGHLIGHTS

The 2024 Napa Valley Writers' Conference was a great success, with record number of applicants in fiction and poetry, and a strong showing in translation.

We were grateful to feature Emily Wilson as faculty - a renowned translator of Homer (the first woman to translate Homer!). She gave a powerful reading including a dramatic presentation in Greek.

Our poetry faculty included nationally beloved poet and conference favorite Jane Hirshfield, as well as C.Dale Young, Bruce Snider, and Jan Beatty. Our fiction faculty included returning favorite Lan Samantha Chang, who heads the renowned Iowa Writers Workshop, as well as Peter Ho Davies and newcomers Lysley Tenorio and Jamil Jan Kochai.

We honored long-time donors Anne and Greg Evans who graciously hosted a table at our faculty dinner fundraiser. This effort will provide scholarships to four writers to attend next year tuition-free.

We also enjoyed a robust response to our community housing appeal, and 15 conferees stayed in guest bedrooms and guest homes throughout the community--forging close relationships and offsetting the prohibitive Napa Valley hotel prices.

Our staff saw some changes this year. We said goodbye to outgoing fiction director Charlotte Wyatt, and welcomed incoming fiction director Elaine Ray, recent graduate of the Iowa Writers Workshop.



PLANS FOR 2024/2025

We're looking forward to next year and currently making decisions about faculty as we head into fall. We will continue to analyze the use of River trail village for future summer conference housing for attendees and guest speakers.
 Annual Fundraising Campaign:
 End of Year appeal.



ATTENDANCE

We plan to see the upward trend in applicants continue in 2025.



FACULTY RECRUITMENT

We're looking forward to announcing faculty for Summer 2025.



PANELING

Faculty and staff will host panels at the Associated Writing Programs Conference on translation and novels writing.



FUNDRAISING CAMPAIGN

End of Year appeal.

BUDGET TO ACTUALS

	ACTUALS	BUDGET
Restricted Funds	189,594.00	183,273.00
Revenue	71,942.00	115,000.00
Expenditures	-208,717.00	-156,500.00
Net	52,819.00	141,773.00



ABOUT

NVC Bookstore

The NVC Bookstore is located on the Napa Valley Community College District’s Napa campus and is operated as a service to the district by authorization of the Board of Trustees of the Napa Valley Community College District. The contract is administered by Enterprise & Auxiliary Services and DAS. The NVC Bookstore also has an online webstore for purchases, rentals, and returns of textbooks and merchandise.

Following an RFP in Spring 2023, the district approved contract terms with a new Bookstore Services provider - Follett Education Group. Follett’s long history and experience in providing course materials solutions, focus on student affordability, and experience serving California Community Colleges will drive increased savings for students. Follett supports affordability through the nation’s largest textbook rental program, a wide selection of used, digital, new and OER course materials, and Follett’s price matching program. Follett staff presented at Flex Day Fall 2023 on the new relationship and the new online adoption textbook adoption tool.

HIGHLIGHTS

The NVC Bookstore has significantly enhanced its offerings, both online and in-store, to better serve the needs of our campus community. Managed by our operator Follett, the bookstore now provides a wide variety of home goods and furniture to support the growing student housing community. In-store, students can conveniently purchase everyday essentials like bed sheets, toiletries, and laundry baskets, while a broader range of furniture and decorative items can be ordered online and shipped to the store at no additional cost.

In addition to these new offerings, the NVC Bookstore features an extensive selection of branded merchandise, including exclusive items for NVC Athletics, the NVC Estate Winery, Viva Mariachi, and the Board of Trustees, allowing students and the community to showcase their NVC pride.

OUR TEAM & ADVISORY COMMITTEE

- Sarah Foisy, Regional Manager, Follett
- Andre Jimenez, Market Leader, Follett
- Erin Quealy, Professor, Physics
- Jerry Dunlap, Dean KADS, Social Sciences, and ADMU
- Martha Navarro, Executive Assistant to the Vice President of Student Affairs
- Famela Recinto, Administrative Assistant, Enterprise & Auxiliary Services
- Carollee Cattolica, Director, Enterprise & Auxiliary Services





PLANS FOR 2024/2025

As the bookstore continues to evolve, efforts are underway to further enhance services and student accessibility.

OPEN ACCESS

The Open Access subscription-based platform is currently under evaluation, which could bring substantial cost savings for students while ensuring they have their course materials ready on the first day of classes. This initiative, though still under review by faculty and staff, could bring additional workload for Business & Finance but promises a bonus if implemented by 2029.

2025 PROJECTION

The transition to Follett as the bookstore's new contractor has also led to an increase in faculty adoption of course materials, currently at 80% and climbing, further ensuring students have access to the resources they need. With the projected 2024/2025 commission expected to rise to \$60,000, up from this year's \$45,000, the bookstore is poised for a more financially sustainable future.



ABOUT NVC Workforce Training Institute

Napa Valley College's Workforce Training Institute was established in 2011 and includes two existing and one new Training Center. The new Wine, Food, & Hospitality Training Center is was established to incorporate community services offerings of both the NVC Teaching Winery and Napa Valley Cooking School.

NVC's Workforce training centers not only align with instructional pathways but help our local economy thrive.

Napa CPR, aka the Healthcare Workforce Training Center, offers training through NVC's American Heart Association CPR Training Center. The center has several instructors on staff and partnership agreements with many First Responders/ agencies.

The Criminal Justice Training Center provides continuing and other education to law enforcement officers and agencies.

OUR TEAMS

Healthcare Workforce Training Center (Napa CPR)

- Scott Rose, Training Center Faculty and Emergency Medical Technician Program Coordinator
- Christine Franzi, Training Center Coordinator Assistant
- Carollee Cattolica, Training Center Coordinator and Director, Enterprise & Auxiliary Services

Criminal Justice Training Center

- Greg Miraglia, Training Center Coordinator
- 6 Training Center Faculty
- Robert Harris, Dean ARAH, HEOC, LADS

Wine, Food & Hospitality Training Center

- Elena Sirignano, HCTM Program Coordinator & Executive Chef, Napa Valley Cooking School
- Molly Hodgins, VWT Program Coordinator
- Enoch Shully, Food, Wine & Hospitality Operations Manager
- Morgan Louie, Development Manager, DAS
- Doug Marriott, Senior Dean, Career Education & Workforce Development
- Carollee Cattolica, Director, Enterprise & Auxiliary Services

HIGHLIGHTS

Napa CPR achieved remarkable success, providing 230 courses and serving a record high of 1,117 students. Revenues were significantly up and the program continues to be a vital resource for the community. The center trains nurses, EMT's, fireman, child care providers and other medical professionals, and, also, partners with contract clients including Napa Fire, Napa AMR, Marin Fire, Novato Fire, American Canyon Fire, & Yountville Vets Home.

The **Criminal Justice Training Center** continues to evaluate staffing, course offerings, and market demand and had limited offerings in 2023/24. The program transitioned to a new dean, Jerry Dunlap, Dean, KADS, Social Science, ADMJ.

The **NEW Wine, Food & Hospitality Training Center** began strategic planning for the center with a focus on its best positioning as the premiere h ospitality training center (community services and workforce training arm of the credit programs(in Napa Valley.



PLANS FOR 2024/2025 NAPA CPR

This record-breaking year showcases the program’s commitment to providing high-quality, inclusive education, meeting the growing demand for skilled emergency services professionals in the region. Looking ahead, the Napa CPR Program is committed to expanding its reach and impact. To improve accessibility and ensure that first responders can better serve Napa’s diverse population.

SPANISH COURSES

The program has introduced Spanish-language courses. These courses are designed to improve accessibility and ensure that first responders are equipped to serve Napa’s diverse population more effectively.

OTHER

In the coming months, the program will roll out new marketing initiatives, website updates, and revised pricing structures to further enhance its services and provide greater value to students and the community.

BUDGET TO ACTUALS - Healthcare Workforce Training Center ONLY

	ACTUALS	BUDGET
Restricted Funds	N/A	N/A
Revenue	41,866.00	28,200.00
Expenditures	-18,395.00	-22,000.00
Net	23,470.00	6,200.00

NAPA VALLEY COLLEGE TRIPS & TOURS

EDUCATIONAL TRAVEL



ABOUT

NVC Trips & Tours

Napa Valley College Trips & Tours is a community services program that provides extraordinary journeys around the world, promising unforgettable, educational, enriching, and culturally immersive experiences. Meticulously crafted trips, booked through NVC Trips & Tours, include airfare, meals, comprehensive excursion packages, baggage handling, and flexible medical and travel insurance that allows cancellation up until the day before departure.

OUR TEAM

- Morgan Louie, Trip Program Coordinator
Resource Development Manager, DAS
- Jay Fehan, Collette Representative
- Carollee Cattolica, Director, Enterprise & Auxiliary Services

HIGHLIGHTS

The NVC Trips and Tours Program has experienced significant growth since the end of the COVID-19 lockdown, thanks to the resurgence in travel. In 2024, we more than doubled our booking roster, totaling over 54 travelers in 2024. This increase reflects a renewed enthusiasm for exploration and cultural exchange, allowing us to connect with more participants and expand our offerings. Our two recent travel shows attracted over 60 interested parties at each event and secured over 30 bookings, for 2025 further demonstrating the program's success.





PLANS FOR 2024/2025

Looking ahead, the Trips and Tours Program aims to build on its successful momentum. Proceeds from our travel programs will continue to support students' academic goals and fund educational events at Napa Valley College. We aim to increase these contributions as the program expands. These initiatives underscore our commitment to providing exceptional travel experiences while supporting the educational mission of Napa Valley College.

EXPANDING TRAVEL

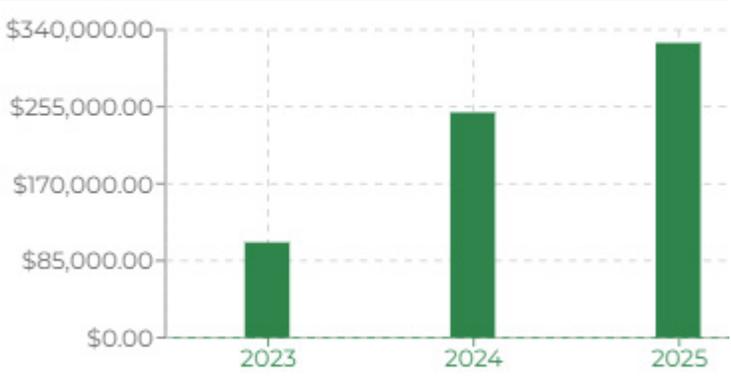
We plan to introduce new travel destinations and experiences for 2025 and 2026, providing our community with diverse and enriching travel options. Guests may also sign up for "world connect tours" which allow them to travel anywhere with NVC regardless of the travel group.

- Revenue Collected by Collette in 2024: \$248,714.28
- NVC Commission (10%): \$24,871.42
- Commission Forecast for trips in 2025: \$32,000

INCREASING ENGAGEMENT

By hosting more travel shows and informational sessions, we hope to engage a broader audience and secure additional bookings, continuing to grow our roster of travelers. Travelers receive frequent trip updates, sign up deadlines and new trip releases as they are granted from Collette.

Revenue by Year



RETURNING
APRIL 6,
2024!

VIVA Mariachi

NAPA VALLEY COLLEGE



ABOUT

NVC Viva Mariachi

NVC's Viva Mariachi Festival has become a key cultural event. The inaugural festival included weekend-long instrumental workshops and helped establish Mariachi programs at NVC and Napa Valley Unified School District.

Funded in part by sponsorships, gifts, and grants, the festival raised approximately \$32,000 last year. Mariachi education programs are thriving nationwide, enhancing student success and expanding cultural awareness by integrating Mariachi into school music offerings.

iViva Mariachi! at Napa Valley College offers a unique opportunity for our community to support these enriching programs, vital to preserving cultural traditions and enhancing the musical heritage of our region.

HIGHLIGHTS

The 2024 Viva Mariachi Festival was another sold-out success, demonstrating the strong support and enthusiasm from our community. This year, we were excited to bring back free community workshops and expand the festival to include a one-day Mariachi course for school credit. This is a significant step toward our goal of incorporating Mariachi music into the music and performing arts curriculum at NVC.

The festival spanned three days, starting with a free student matinee on Friday, followed by an evening concert on Saturday, with courses and workshops in the morning, and concluding with a Sunday matinee concert. The event also featured collaborations with our cafe and student winery, offering wine concessions and nachos before and during intermission.

OUR TEAM

- Martha Navarro, Executive Assistant to the Assistant Superintendent / VP, Student Affairs
- Maria Ramos Tamayo, Administrative Assistant, Student Affairs
- Oscar De Haro, retired Vice President of Student Affairs
- Yessenia Anguiano, Administrative Assistant, PAC
- Matt Cowell, Technical Director, PAC
- Morgan Louie, Resource Development Manager, DAS
- Alejandro Guerrero, EdD, Assistant Superintendent/ Vice President of Student Affairs
- Carollee Cattolica, Director, Enterprise & Auxiliary Services



PLANS FOR 2024/2025

These plans underscore our commitment to celebrating and promoting Mariachi music and culture, ensuring that Viva Mariachi continues to be a cherished and impactful event in our community.

EXPAND THE EVENT

Explore new ways to expand the festival, including moving to a larger venue to accommodate more guests, incorporating food trucks, and offering additional activities and experiences.

ENHANCE GUEST PARTICIPATION

Increase opportunities for guest participation and engagement, making the festival even more interactive and enriching.

EVENT SCHEDULING

Host the Mariachi festival the first weekend of April each year to streamline communications and planning.

SPONSORSHIP PROGRAM

Implement an end of year campaign to extend outreach period and revenues.

BUDGET TO ACTUALS

	ACTUALS	BUDGET
Restricted Funds	42,952.00	84,732.00
Revenue	29,676.00	12,500.00
Expenditures	-52,629.00	-55,530.00
Net	19,998.00	41,702.00



ABOUT

NVC Estate Winery Sales

Following the hire of a Winery Operations Manager, DAS staff provided support for marketing, communications, and customer relations management. Following the departure of Phillip Murphy in early Spring 2023, DAS expanded its role and has been managing the Online and event sales, wine club, and marketing programs for the NVC Winery. The Napa Valley Vintners and Trefethen Family Vineyards, along with many other donors, have helped Napa Valley College build a premier winery operation. The high-quality wines we produce reflect the community's commitment to education and to Napa Valley College Services.

OUR TEAM

- Oscar Navarro, Asst. Winemaker, Viticulture
- Theodore Faraud, Instructional Support Specialist, Viticulture
- Morgan Louie, Resource Development Manager, DAS
- Douglas Marriott, Senior Dean, Career Education & Workforce Development
- Carollee Cattolica, Director, Enterprise & Auxiliary Services

HIGHLIGHTS

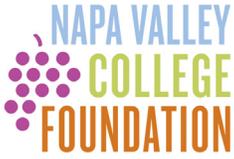
DAS has continued its role as interim wine sales, club, and marketing management for the NVC Winery. Here are some key accomplishments from the past year:

Wine Club Success: We successfully executed four wine club releases, with growing interest and membership. This increasing demand has highlighted the need for a regular production schedule and an increased number of bottles per season.

Mayfair Event: Our Mayfair event was a huge success, serving as both a fundraiser and an opportunity to connect with alumni and community members. This event showcased our student-produced wines and fostered greater community engagement.

Afternoon Happy Hour: In collaboration with the NVC Cafe, we introduced an afternoon happy hour event. This provided a casual setting for students and staff to enjoy wine by the glass, enhancing our campus community experience.

The Winery releases a monthly winery newsletter that chronicles events, developments in the program, and advertisements for both wine and education. This newsletter has been instrumental in keeping our community informed and engaged.



Program Funding by NVCF

ABOUT

Pass-Through Program Funds & MOU

Each year, per the Memorandum of Understanding between the college and the Napa Valley College Foundation, NVCF provides a portion of endowment earnings to Napa Valley College programs in accordance with donor wishes to be administered by Enterprise & Auxiliary Services and DAS. These funds and donor restrictions are managed by DAS and the respective college divisions and departments.

OUR TEAM

- Famela Recinto, Administrative Assistant, Enterprise & Auxiliary Services
- Morgan Louie, Resource Development Manager, DAS
- Carollee Cattolica, Director, Enterprise & Auxiliary Services

Pass-Through Fund Report

Fund Name	Fund Restricted - Program	Fund Manager	22/23 earnings passthrough	Estimated Balance - 6/9/24	Estimated Total Funds Available Fall 2024	23/24 Updates for the NVCF Annual Report - 9/1/24
Blanckenburg Library Fund	Library	Priscilla Mora	\$2,995.12	\$9,451.84	\$12,446.96	Funds were banked for a future initiative.
Blanckenburg, Bernice	Visual Arts/Photo	Robert Harris	\$644.67	\$587.97	\$1,232.64	Funds were banked for a future initiative.
Bumpy Camp	Bumpy Camp	James Reeves	\$326.00	\$634.02	\$960.02	Funds were banked for a future initiative.
Charlup, Janice/Bernard Fund	Photography	Robert Harris	\$4,357.10	\$20,037.48	\$24,394.58	Funds were banked for a future initiative.
Doud, Jess Enhancement Fund	Campus Improvement	Carollee Cattolic	\$15,386.07	\$37,280.74	\$52,666.81	Shared platform license and maintenance contract fees.
Italian Cultural Fund	Student Affairs - Clubs	Robin Darcangelo	\$607.54	\$2,115.44	\$2,722.98	Funds were banked for a future initiative.
Leggett, Jack Memorial	Writers Conf.Schtrship	Robert Harris	\$1,206.21	\$6,598.20	\$7,804.41	Scholarship Awarded for Napa Valley Writers' Conference participant.
McCleary, Robert/Barbara Lib. Fund	Library	Priscilla Mora	\$539.25	\$3,849.36	\$4,388.61	Funds were banked for a future initiative.
McPherson Fund	McPherson Award	Priscilla Mora	\$5,658.33	\$25,867.79	\$31,526.12	Fund transfer to Jessamyn West Creative Writing Fund for contest.
PTK Charter Advisor Award -discontinued	PTK Advisor Travel & Conference	n/a	n/a	n/a	\$0.00	Funds (\$1100) returned to NVCF for PTK perpetual campaign.
Rhodes, Belle & Barney Endowment	NV Cooking School	James Reeves	\$60,676.33	\$196,175.58	\$206,851.91	Funds returned to NVCF for Hospitality Center campaign and event support (\$75k). UVC HVAC repair (\$20k) and furniture (\$33k). Student Scholarships (\$12k). Other support provided to NV Cooking School/HCTM for student fees, supplies, marketing, and similar support (in process).
Rotary Fund of NVC President	President's Office	Katherine Kittel	\$3,069.10	\$2,814.97	\$5,884.07	Campus Winter Event, Napa Chamber of Commerce Event
Science Program	Science Programs	Chris Farmer	\$425.80	\$2,643.70	\$3,069.50	Funds were banked for a future initiative.
Swan Library Fund	Library	Priscilla Mora	\$1,171.00	\$3,214.30	\$4,385.30	Funds were banked for a future initiative.
Weed, Dorothy Endowment	Vocal Music	Robert Harris	\$10,439.88	\$58,632.01	\$69,071.89	Funds are being banked for expected equipment needs.
West, Jessamyn Creative Fund	Writing Contest	Robert Harris	\$816.88	-\$119.04	\$697.84	Another successful contest with high school and NVC student winners.
Wheatley, David Library Fund	Library	Priscilla Mora	\$622.94	\$8,429.30	\$9,052.24	Funds were banked for a future initiative.
Wilson, Burrell Memorial Fund - obsolete	Photography	Robert Harris	none	\$6,102.98	\$6,102.98	Plotter repair and materials.
			\$108,942.22	\$384,316.64	\$443,258.86	



DAS Fundraising at NVC



ABOUT

The DAS team meets with clubs and other programs on campus annually to introduce them to the various fundraising options available through DAS. Our team provides tremendous opportunities for clubs to flourish and grow by offering online fundraising portals, Point of Sale equipment for events and sales, and assistance in securing grants, donations, and other charitable contributions.

- DAS offers an online donation platform (Click & Pledge), open to all organizations within Napa Valley College.
- The goal of this platform is to offer easy and accessible fundraising solutions to clubs, campus events, and departments at NVC.
- Donations can be made to the programs from the DAS webpage or directly on the organization’s donation portal. <https://connect.clickandpledge.com/Organization/nvc/>

OUR TEAM

- Morgan Louie, Resource Development Manager, DAS
- Famela Recinto, Administrative Assistant, DAS, EAS
- Carollee Cattolica, Director, Enterprise & Auxiliary Services



PLANS FOR 2024/2025

ONLINE ASSISTANCE

To further aid Clubs in their endeavors, DAS implemented an online form for students and NVC staff to easily request services and get help planning and marketing their events.

EXPAND

We hope to expand student club and athletic team advancement this coming year and provided a new comprehensive guide containing step-by-step instructions for club fundraising including planning, approvals, events, equipment, and online tools – Everything needed to start and run a successful campaign that promotes the club, student success, and NVC.

NVC Partners



ABOUT

At Napa Valley College, our partnerships and sponsorships are vital to the success and growth of our programs. These collaborations provide essential resources and opportunities for our students, enhance our curriculum, and create real-world experiences that prepare them for their future careers. As we look ahead to 2025, we are excited to expand these relationships, which are instrumental in boosting enrollment and fostering a strong, supportive community for our students.

Partners in 2024/2025

- Festival Napa Valley
- Cafeteria Kids Theater
- Napa Broadcasting
- Di Rosa Museum for Contemporary Art

FESTIVAL NAPA VALLEY

Festival Napa Valley provides a Visiting Artist program for NVC's Theater and Music programs, bussing to NVC for K-12 students to attend free Concerts for Kids, sponsorships/donations to Viva Mariachi and other programs, and direct rent and donation funding.

Festival Napa Valley hosted their 2024 Summer Blackburn Music Academy and Opera Conservatory at Napa Valley College. The program is led by a distinguished core faculty from The Frost School of Music at the University of Miami, along with other leading musicians from prominent orchestras and institutions.





Employment Services

ABOUT

Employment Services

Enterprise & Auxiliary Services (EAS) administers a growing auxiliary human resources and payroll service for both direct employees of DAS and NVC client programs that is compliant with local, state and federal regulations.

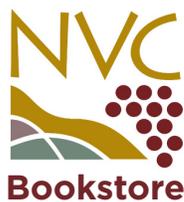
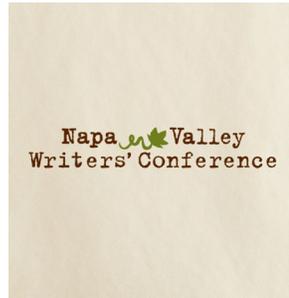
Eligibility for these services is limited and applicable only for activities that are not eligible for state apportionment funding.

SERVICE OVERVIEW

EAS oversees the full employment life cycle from recruitment to payroll processing to separation and key services include:

- **Application for Employment:** Managing and processing employment applications and eligibility verification through an alternative application and payroll, streamlining the hiring process.
- **Employment Forms & Job Descriptions:** Handling all necessary employment documentation, including job descriptions, ensuring clarity for both employees and supervisors.
- **Supervisor and Employee Orientation & Disclosures:** Conducting orientations and providing annual labor disclosures to supervisors and employees with workplace expectations, policies, and procedures.
- **Payroll Audit & Submission:** Facilitating the submission and auditing of payroll data for two payroll periods each month, ensuring timely and accurate disbursement of salaries.
- **Medical & Dental Benefits:** Administering Kaiser medical and dental benefits for full-time and eligible part-time employees, ensuring that employees have access to essential healthcare services.
- **CalSavers Retirement Program Compliance:** Ensuring compliance with the mandatory CalSavers Retirement Program, providing a retirement savings option for employees who may not have access to employer sponsored plans.
- **Workers' Compensation Coverage:** Managing workers' compensation coverage for auxiliary employees, double coverage provided for additional protection.

Thank you to all DAS partners and all their great work to promote student success.





For More information contact Carollee Cattolica, Director, District Auxiliary Services.

Enterprise.services@napavalley.edu, (707) 256-(707) 256-7113

The Napa Valley College District Auxiliary Services Foundation is a tax exempt 501(c)(3) non-profit organization. Donations to it are tax deductible as allowed by law.

EIN# 46-2918583

