



Wednesday, March 26, 2014

Board of Directors Meeting

4:45 – 6:30 pm

Krause Center for Innovation, Foothill College

Board Present: Advani, Andersen, Aoki, Casas, Cheng, Davis, Dubin, Elliott, Krause, Landsberger, Mahoney, Manwani (via phone), Miner, Murphy, Neiman, Sathaye, Santora, Smith, Stevenson, Swift, Tankha, and Thor

Staff Present: Lyssenko, Woodworth, and Williams

Guests: Michael Edell, Senior Vice President, and Kristy Koberna, Vice President of Netzel Grigsby Associates.

MINUTES

January Minutes Approved

Confirmation of New Board Member, Peter Landsberger

Netzel & Grigsby Report

- Edell and Koberna presented the executive summary for the capital campaign goal feasibility study to assess the Foundation's ability to raise \$6.25M to support the Education Center being developed at the former Onizuka Air Station. The study began in July 2013 and concluded in January 2014.
- Study Objectives
 - Asses the Foundation's organizational capacity to conduce a successful campaign
 - Determine the most likely fundraising goal for the proposed campaign
 - Recommend a plan of action
- Study Process
 - Netzel Grigsby worked with Foundation staff to develop a project budget and case statement articulating the need.
 - Netzel Grigsby conducted an audit of the Foundation's fundraising program.
 - A Study Advisory Committee was recruited to evaluate a list of prospect interviewees.
 - A goal of 30-35 interviews, Netzel Grigsby conducted 26 interviews over 14 weeks.
 - The quality of interviewees was strong, 44% were considered to be members of the Foundation's inner circle.
- Findings & Analysis
 - Foothill-De Anza colleges are well regarded as high quality affordable option for continued education. Strengths and areas of improvement for the Foundation were identified.
 - Several interviewees knew very little about the Foundation. More than half did not know how effective the Foundation is in fulfilling its mission.
 - Those with knowledge believe the Foundation is effective in meeting pressing needs.

- Foothill-De Anza's strengths include involved and connected volunteer leadership, innovative programs and community outreach and relationships.
 - Foundation's organizational strengths include dedicated board of directors, strong fiscal management and track record of funding important programs, projects and special initiatives.
 - Foundation's organizations weaknesses include experience with major gift fundraising, visibility, communication and engagement with the broader Silicon Valley and executive director turnover.
 - Board of Directors is considered moderately influential.
 - The board's fundraising capacity to raise major gifts has improved in recent years but a better reach into the community would improve this perception.
 - Stable executive leadership is needed to work with the Board of Directors and college leaders in establishing strong community associations and maximizing fundraising opportunities.
- The proposed goal generated some interest but not viewed as vitally important and potential donors found the non-capital elements (student programs, internships, scholarships) more compelling.
 - The Foundation does not currently have the strength of connections that are need to support a capital campaign and the study did not identify adequate campaign leadership potential
 - Netzel Grigsby recommended to not launch a capital campaign at this time.
 - Focus on establishing and cultivating relationships with donors and expanding its board leadership.
 - Consider a focus group of young successful Silicon Valley corporate leaders to identify strategies to communicate Foothill-De Anza Colleges' value to regional businesses and be a point of cultivation and engagement for future volunteer leadership.
 - Develop a donor centered cultivation plan.
 - Hire an executive director with demonstrated experience in directing a community college foundation.
 - Follow up with interviewees to report study results and cultivate interest.
 - A lively discussion followed after the consultants left. See attached for a collection of feedback from the board.

Finance Committee Report

- Fundraising revenue as of March is \$3.4M.
- Total assets are \$36M, highest ever.
- Finance Committee is reviewing our investment manager's performance.

Director's Report

- Lyssenko reported that the website is in final stages of implementation and anticipates a go live date in mid-April. The Foundation's website is the first site to go live with Omni Update.
- Lyssenko reminded the board that the retreat will be next Friday on 4/4 featuring fundraising trainer, Gail Perry, FiredUp Fundraising.
- New Gifts-Woodworth working closely with Foothill PSME Dean, Peter Murray, secured a \$60K gift from the Joe and HonMai Goodman for the FH Science Learning Institute; \$7.5K came in from the Palo Alto Weekly Holiday Fund for STEM Summer Camps; San Jose Mercury News Wishbook Readers granted \$15K to the Fujitsu Planetarium, \$17K for book

vouchers to Veterans for both Foothill and De Anza; Foothill Commission's Little Shop of Horrors theatre event raised more than \$16K for Foothill Theatre.

- Communications and Development Coordinator position closed and there were close to 70 applicants, and we hope to have the new person by the time of the next board meeting.
- Silicon Valley Gives Day, May 6th – involves a 24 hour online fundraising effort. The Foundation identified 4 programs: KCI, Family Engagement Institute, De Anza's Institute for Community and Civic Engagement and the Fujitsu Planetarium. A series of social media and email blasts have been coordinated between each marketing offices, the programs and the Foundation
- For the mission moment, Lyssenko read a heartfelt thank you from a scholarship recipient who received Scholarships for Veterans award.

Miner Meeting adjourned at 6:30pm

**NEXT BOARD MEETING:
May 28, 2014**