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
  o Asses the Foundation’s organizational capacity to conduce a successful campaign
  o Determine the most likely fundraising goal for the proposed campaign
  o Recommend a plan of action
• Study Process
  o Netzel Grigsby worked with Foundation staff to develop a project budget and case statement articulating the need.
  o Netzel Grigsby conducted an audit of the Foundation’s fundraising program.
  o A Study Advisory Committee was recruited to evaluate a list of prospect interviewees.
  o 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
  o 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.

Foundations organizational strengths include dedicated board of directors, strong fiscal management and track record of funding important programs, projects and special initiatives.

Foundations 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 boards 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 Planetariu, $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