



**Wednesday, August 27, 2014**

**Board of Directors Meeting**

**4:45 – 6:30 pm**

**Krause Center for Innovation, Foothill College**

**Board Present:** Andersen, Aoki, Cheng, Davis, Dubin, Elliott, Krause, Landsberger, Levy, Manwani, Miner, Murphy, Sathaye, Santora, Swift, Tankha, and Thor

**Foundation Staff Present:** Lyssenko, West, Williams, and Woodworth

**Guests:** Becky Bartindale, District Communications Coordinator; Sandy James, President of the Cupertino Veterans Memorial; John Swensson; Assistant to the President & Director of Global Education Partnerships; Kevin McElroy, Vice Chancellor Business Services; Andrea Hanstein, Director of Marketing and Public Relations, Foothill College; Jill Grunewald, Community Member.

June Minutes Approved

**Mission Moment – Cupertino Veterans Memorial Gift**

*(This item replaced 'Paramedic Graduates Video')*

- Sandy James, President of the Cupertino Memorial Presented Foothill De Anza Foundation Board President Kathleen Santora with a \$15K check to go towards helping veterans at De Anza college.
- James also encouraged board members to attend the Veterans Day Celebration at the Veterans Memorial in Cupertino across from De Anza College on November 11, 2014 at 11 a.m.

**Foothill Campus Priorities Follow-Up – Miner**

- Miner addressed the previous presentation about Foothill College's fundraising priorities and explained the process that led the college leadership to select these programs and areas as priorities.
- This process included accessing the strength of the program, the scope of its impact, and the bandwidth of the staff and faculty.

**Looking and Back and Looking Forward – Santora**

Santora highlighted the accomplishments of the previous fiscal year including:

- New foundation website
- Increased social media presence
- Thank-a-thon
- Marketing survey of donors
- Accumulation of shared priorities
- General coming together as a board

Santora highlighted some upcoming goals of the new fiscal year including:

- Supporting the staff and administration in the hiring of a new Executive Director
- Building and sustaining a fundraising culture
- Measuring current impact
- Partnering to deliver services to students and determining ways to serve the community

Santora led the board in discussion to review current progress and determine the direction of the board's fundraising priorities for the next fiscal year.

Discussion points included:

- Aligning the Foundation board fundraising goals with the themes of the colleges – Student Equity & Success.
- Adding on to the theme the word “Opportunity” for the support of professional development like internships.
- Having the ability to define equity to potential new donors within the scope.
- 80% of minority students enter higher education through community colleges.
- The District is required to submit a student equity plan to the State by November 21, 2014.
- District definitions of equity:
  - Trustee Policy 5600 states:*
    - The Board is committed to assuring student equity in all of the District's educational programs and college services in order to close the achievement gap between targeted groups of students and other groups for the purpose of increasing educational opportunity and success for all students.
    - Improve the student success rates of all ethnic, gender, and disability groups for all major indicators of student outcomes so that they will be comparably high with no more than a 5% variance between each group. *This will be guided by division and departmental plans to achieve student equity* (Educational Master Plan, p. 30, emphasis added).

### **Finance Report – Dubin**

- The Foundation's assets as of July 30<sup>th</sup> are \$36.8 million. In comparison, the Foundation's assets in 2005 were \$18 million.
- Investments earned approximately 13% for the 2013 calendar year, and 13.8% as of August 2014.
- Dubin quickly reviewed the FY1415 budget approved in June. The revenue budget has a fundraising goal of \$4.1 million. The Foundation's \$933K operating budget is largely made up of salary and assumes an Executive Director to come in October and a De Anza Associate Director in February.

### **Chancellor's Report – Thor**

- Board of Trustees members Pearl Cheng and Bruce Swenson were not challenged for re-election due to no other candidates filing, thus saving the district \$600K.
- District Opening Day is September 17<sup>th</sup> 2014. Chancellor Thor encouraged the board to attend where she will announce the Innovation Grants Awards. Also the keynote speaker, Dr. Manual Pastor, will give an interesting talk titled, *The Changing Demography and the Equity Imperative*.
- SB850, California Senate bill which allows California community colleges to offer baccalaureate degrees is on the desk of Governor Jerry Brown waiting to be signed.
- The District Office will be housed in the temporary village until a new building is constructed. The Foundation will be housed in the new building near the Office of the Chancellor. Estimated completion time is spring/summer of 2017. The building will be located in Lot 7. The new District Office will have a patio outside of the conference room, which will be a great space to host small gatherings.

### **Director's Report – Lyssenko**

- The Executive Director Interview committee screened the pool of applicants, interviews will be held September 8<sup>th</sup> and the 10<sup>th</sup>.
- The Foundation's Innovation Grants will be announced on district opening day on September 17<sup>th</sup>. A total of \$70K will be awarded. The Innovation Grants are funded through the Heath bequest. The review committee will be appointed in conjunction with Chancellor Thor and President Santora and will include two Foundation board members. Chosen finalists will be present at the January meeting.
- A postcard will be sent out to 15K alumni. The postcard is asking alumni to reconnect with us by going to the Foundation website and completing a form with their updated address and email information.
- 320 Letters were sent out to former De Anza baseball players. The De Anza Baseball team has an immediate need of \$70K for repairs for the field and other facilities by the end of 2014. A bigger campaign is set for 2015 to replace the facility.

### **Board Governance – Levy and Williams**

- Levy and Williams reviewed the Foundation's committees and asked each member to sign up for at least one. The committees are: Donor Development, Finance, Marketing, and Governance.

*Meeting adjourned at 6:30pm*

**NEXT BOARD MEETING:  
October 22, 2014**