



Wednesday, January 23, 2020
Board of Directors Meeting & Strategic Planning
4:45-8:00 p.m.
KCI 4006

Board Present: Andersen, Banerjee, Bautista, Bewtra, Davis, Dubin, Espinosa-Pieb, Khechfe, Klinke, Krause, Landsberger, Mahoney, Miner, Nguyen, Oropeza, Santora, Wong-Agbayani, Wong

Board Absent: Levy, Smith

Staff Present: Cima, Howell, Latta, West

Guests: Becky Bartindale – District Communications Coordinator; Marisa Spatafore – Associate VP of Communications and External Relations

Minutes

Welcome and Call to Order

Approval of Minutes

- November Minutes Approved
 - Bautista motioned; Khechfe seconded; motion carried unanimously

Finance Report – Wong-Agbayani

- Wong-Agbayani reported that as of the end of December the Foundation's assets totaled \$47.4M. Last year this time our assets were \$44M.
- As of December's dashboard listed \$2.8M in fundraising revenue. Wong-Agbayani noted that many December gifts had not been entered into the system yet so the total was closer to \$3.1M in fundraising revenue.
- The Audit Committee has approved the Foundation's financial statements and now the Foundation is working to complete the FY19 tax return.
- Cima stated that at the May board meeting there would be a presentation on the Foundation's budget.

Campaign Expenditure Update – Cima

- Cima updated the board on the status of the previously authorized campaign expenditure to support measures G&H. The Foundation Executive Committee authorized \$200,000 of the maximum approved \$250,000 to be contributed to the campaign. The campaign has deposited and is actively using those funds.
- Voters will receive ballots as early as February 3rd

- Agbayani asked how the campaign was doing financially and Landsberger responded that in addition to the foundation's \$200,000 local venture capitalist Pitch Johnson had donated \$100,000 to support the campaign.

Chancellor's Report - Miner

- Chancellor Miner addressed the critical issue of housing as it relates to students and staff. The District recognizes that housing for students and employees is an urgent issue, but the District is also aware that the cost and overhead of becoming a housing provider is outside the scope of the District's capacity.
- The District is looking to engage in partnerships that create opportunities to address the issue of housing. Foothill is partnering with Catholic Charities to help them expand their home sharing program. The District will be a partner with Supervisor Joe Simitian in helping to create affordable housing units in Palo Alto.
- Miner detailed that childcare was another issue facing both students and employees, and noted that the De Anza Child Development Center had to transition to market rates in order to maintain the high quality of staff and continue operations, so no longer can offer discounted rates to students/employees.

President's Report Foothill- Nguyen

- President Nguyen thanked everyone who attended to Cornell West lecture. Almost 800 people attended the lecture. Nguyen also thanked Foundation staff for putting on the reception prior to the lecture.
- Nguyen reported that enrollment is down, but that dual enrollment with high school students taking college courses has risen 80%.
- The Alumni Hall of Fame currently has nine nominations and President Nguyen encouraged board members to nominate Foothill alumni who exemplified service leadership. Alumni are those who had taken at least 24 units. The selection committee for the Hall of Fame will include an ASFC representative, a FODARA representative, a Classified representative and an Academic Senate representative.
- The Service Leadership Symposium will take place on May 17th and the keynote speakers will be the four Foothill students currently taking classes full time online while teaching English in Guatemala.
- Foothill was one of the eight colleges selected to be profiled by The American Council on Education. The profile should come out by the end of the year.

President's Report De Anza - Espinosa-Pieb

- Espinosa-Pieb reported to the board that there is now a food pantry coordinator full-time. De Anza is now better able to support students and keep the pantry fully stocked.
- De Anza College is hosting Silicon Valley Reads, the theme of which is "Women Making it Happen." There is an associated exhibit at the Euphrat Museum of Art available during the same time period.
- Espinosa-Pieb announced that Marisa Spatafore was the newly elected President of the Cupertino Chamber of Commerce.

- Spatafore previewed the new De Anza homepage video for the board which featured notable alumni, student veterans, an international artist and a former DASB member.

Foundation Staff Report

- Cima reported that the new Board of Trustee representative on the Foundation was Peter Landsberger, who will be joining fellow trustee Gilbert Wong as one of the two voting Board of Trustees on the Foundation Board.
- Ray Klinke, co-chair of the Foothill Commission announced the Commission would serve as hosts for one matinee of “The Mystery of Edwin Drood” to raise funds for Foothill Musical Theatre.
 - Nguyen commended the Commission for supporting both Foothill Music Theatre and also working with Foothill on their Alumni Hall of Fame Celebration in June.
- Cima welcomed back Lindsay West from her leave of absence and thanked Shyamoli Banerjee for serving as host to the holiday party. He also noted that Leigh Howell had been with the Foundation for one year.
- Cima highlighted some recent gifts, including \$15,000 from a Los Altos couple who established a scholarship for a housing insecure student, as well as a \$250,000 bequest from a former De Anza student.
- Cima gave the board a draft calendar for board meetings for the 2020-21 year. He also notified them that the Foundation is currently scheduled to occupy the New District Office Building in February.
- A review of the board of directors’ bylaws will take place either at the March or May meeting, as they have not been revised since 2013.

Strategic Planning Session

- Cima prefaced the strategic planning session by reminding the board that the Foundation is the philanthropic response to the District’s strategic plan.
- Some key portions of the District strategic plan include:
 - Increasing student achievement
 - Workforce and transfer rates
 - Engaging the community
- The goal of the strategic planning session was to funnel down ideas into specific actionable goals.
- Cima stressed that the Foundation had flexibility to mitigate threats to funding such as decreasing enrollment by providing interventions in housing and transportation.
- There are currently nine vacant seats on the FHDA Foundation board that can be filled; the board may wish to include board development in its plan.
- Mahoney suggested that the board look at specific things that would not be possible without funding from the foundation while also looking at what resonates with donors.
- Khechfe said that from discussions it seemed like challenges such as homelessness and food insecurity impacted the ability for students to enroll. Miner agreed saying

that housing, hunger and health were the biggest factors in keeping students from enrolling and keeping students enrolled.

- Santora talked about her experience initiating the *EOPS Scholars* program and how students are different and have different needs than perhaps they had in the past. She spoke of the success of the emergency fund for transportation and other unexpected expenses that would normally cause them to drop-out of their classes.
- Nguyen said we need to rethink how we engage with students and where we intervene. Oftentimes scholarships are awarded at the end of a student's tenure on campus. Meeting the needs of the students when and where they are might create a different impact.
- Oropeza suggested that money could be put on student's Owl cards and used for incidentals around campus like food. It would also make it easier for students to stay on campus.
- Landsberger commented that the Foundation had the unique role of being able to provide resources to experiment on how best to influence student success and district policy.
- Bewtra asked how the colleges were reflecting the needs of the community, for example with the shortage of medical admins. Espinosa-Pieb responding talking about De Anza's 72 certificate programs.
- Espinosa-Pieb highlighted that partnerships happen with introductions, and the board has been helpful in reaching out to connect the colleges with major donors.
- Khechfe floated the idea of the board creating five industry partnerships for the year.
- Landsberger reminded the board that many projects take overhead and staff time, and that the colleges must want to do them, and the Foundation must be capable of funding and staffing said projects.
- Nguyen highlighted that the District and the Colleges recognize that there is a need for partners in housing, health and hunger because those things are not the main function of the District or Colleges.
- Wong spoke about the importance of the two college commissions and their support and fundraising for both campuses.
- Agbayani mentioned the campus and District focus on basic needs and thought that it was a great place for the Foundation and its board to make an impact.
- Cima advised the board that he would be holding a focus group with students on February 13th to find out more about their needs and feedback for the board.
- Dubin suggested some goals for the Foundation would be to have it double in size, while also increasing outreach due to the huge need of our students.
- Banerjee seconded his thoughts saying that there was brand recognition for the campuses but not necessarily the Foundation.
- Oropeza suggested crowdfunding or other non-traditional fundraising options
- Dubin questioned whether endowments are fundable. He stated the need of FHDA and its impact locally, and how the issues of housing, hunger and health were very local issues worth supporting. He encouraged the board to find ways to bring potential donors to campus and introduce them to FHDA.

- Santora mentioned that it is difficult for the board to be experts at everything FHDA but when they find something they are passionate about, it is easier to introduce it to others who might also be passionate.
- Miner ended the planning session asking the board to consider what they are passionate about and what excites them so that the District can help funnel those passions into partnerships.

*Meeting adjourned 6:40 p.m.
Next meeting March 25, 2020*