



Wednesday, October 22nd, 2014

Board of Directors Meeting

4:45 – 6:30 pm

Krause Center for Innovation, Foothill College

Board Present: Advani, Cheng, Dubin, Elliott, Krause, Landsberger, Santora, Swift, Thor

Foundation Staff Present: Lyssenko, West, Williams, Woodworth

Guests: Marisa Spatafore Director of Marketing and Communications, De Anza College; Andrea Hanstein, Director of Marketing and Public Relations, Foothill College, Mallory Newell Interim Executive Director Institutional Research, Becky Bartindale, Coordinator of Communications & Public Affairs

MINUTES

2014 Student Success Scorecard – Newell

- Mallory Newell, Interim Director of Institutional Research gave a presentation on the Foothill and De Anza's Success Student Scorecard.
- The district metric is that each college will achieve less than a 5% point difference between the rate of historically underserved groups and all other groups with regards to course completion. Each college has student equity work-groups to focus on increasing the completion rate for African American, Hispanic/Latino, and Filipino/Pacific Islander students.

Strategic Planning Presentation Board Discussion – Landsberger/Elliott/Santora

- Landsberger and Elliot presented their summary and general ideas to strategically integrate the Foundation board activities with the goals of the colleges.
- Landsberger and Elliot came up with four points:
 - Highlight real students – individuals who illustrate equity and opportunity and who might not succeed in college but for special programs or added help they receive from Foothill and De Anza
 - Explain what *equity and opportunity* means to the colleges and why it is so important to their strategies to benefit students, employers and the community at large.
 - Select specific, noteworthy programs that translate *equity and opportunity* into tangible efforts at Foothill and De Anza.

- Have the selected programs identify their particular needs (technology, paid internships, tutors, professional development for faculty etc.) and ask for contributions that will fund those needs.
- The board is a fundraising board and must figure out ways to leverage individual strengths in order to achieve that goal.
- The district leadership came together and suggested that the Foundation Board focus on four programs: De Anza's ICCE, Foothill's SLI, and for both colleges, the veteran and EOPS programs.
- Lyssenko will help facilitate meetings with program leadership and Foundation board members.

Donor Development Report – Williams

- The Foundation has implemented a 24-hour turn around thank you call policy for new donors. Anita called the first set of donors and received a positive response. Other members of the board are encouraged to participate in this thanking effort.
- The Foundation will hold two thank-a-thons this November one on the 17th at Anita Manwani's home and the second on the 18th at Elaine Andersen's home to call donors that have given in the past year and thank them for their gifts.
- The annual Chancellors Circle event will be held on November 6th at the home of Swati Advani. The Foundation will bring students who will have a "buddy" board member to help them mingle and speak with guests.

Finance Report – Dubin

- Dubin reported that as of September the Foundation raised \$397K, however there are a number of year-end gifts that are to come in.
- The committee is continuing to work with Bernstein and just met with their senior portfolio manager, Alex Chaloff regarding the current market and the Foundation's asset allocation.
- The Foundation is working to complete the FY13/14 audit. The Audit Committee, comprised of Holly Agbayani, Orrin Mahoney, Art Swift and Dudley Andersen will review the draft audit in December.

Directors Report – Lyssenko

- Innovation Grants are due from the campuses on November 3rd. Linda Thor and Kathleen Santora appointed the review committee to include, Anita Manwani, Art Swift, myself, and two campus Student Equity Workgroup representatives, Veronica Neal and Hilda Fernandez. The committee will determine finalists who will then present at the January board meeting.

- Foundation's FB page has a total of 465 'likes.' Lindsay West has done an excellent job at posting meaningful content. The website last month had total of 622 new visitors. We are attributing the new visitors as a result of the fall email newsletter that was sent out which included our alumni.
- The Foundation sent out the alumni post card to 15,000 alumni in the area asking for their emails to reconnect. We have received almost 40 emails. A very slow start, however, out of that we did receive 3 new gifts totaling \$700.
- Foothill will be receiving \$25K for the Disability Resource Center for counselors. This is a repeat gift from last year and we are pleased that the donor wants to continue supporting. Ron Labetich is continuing to garner support for our Foothill Veterans and with the help of Laura Woodworth, secured approximately another \$30K between individual and corporate support. We also received \$5K for our Foothill Theatre. Our past president Dianne McKenna just gave her annual gift of \$10K.
- As part of our stewardship program, at tonight's Celebrity Forum lecture and reception featuring Bill Nye, we have invited our scholarship donors.
- Silicon Valley Community Foundation has agreed to participate in Silicon Gives Day for another two years – 2015 & 2016. The Foundation is going to be working with the colleges marketing departments and chosen programs to increase the social media presence. Last year we raised \$23K with about 20 new donors.
- A very big thank you to Kathleen and Mark Santora for opening up their home once again. This year we are going to have a cocktail party from 5:30-7:30 on December 17th. Spouses are encouraged to attend.

Meeting adjourned 6:30 p.m.