



Wednesday, May 25 2016

Board of Directors Meeting
4:45-6:30 p.m.
De Anza Library

Board Present: Advani, Aoki, Bechtel, Cheng, Dubin, Elliott, Krause, Landsberger, Manwani, Mahoney, Miner, Murphy, Sathaye, Santora, Tankha

Staff Present: Chandler, Cima, Lyssenko, and Woodworth

Guests: Lorrie Ranck, Division Dean Learning Resources, De Anza College, Becky Bartindale, District Communications Coordinator, Marisa Spatafore, Associate V.P., Communications & External Relations

Welcome – Aoki

Aoki introduced Lorrie Ranck, Division Dean of Learning Resources. Ranck gave an overview of the Library's remodel that spanned over a year. The division is extremely proud of the new space that caters to the students needs for today. Plenty of areas for students to collaborate including smart rooms and lots of spaces for students to study.

Homework Challenge Discussion

- The homework from the March meeting was: Every director to go out and talk with one person about the Foundation and be prepared to share at the next meeting.
- Chandler asked for report outs:
 - Barram and Elliott set-up a reception around Bill Maher Celebrity Forum tickets. They set-up a talk with Judy and two students about VIDA and veteran's services. After the talk, guests went to the lecture and then for the post-reception with Maher. Elliott said guests were impressed with Judy and the students. An ask was not made that evening. Follow-up will be done.
 - Sathaye brought in a start-up software company, Trimian, that offers an alumni app to meet the Foundation. As a result the Foundation will be launching the Trimian app to Foothill and De Anza alumni this fall. The opt-in app will feature opportunities for alumni to connect, collaborate, mentor and offer and look for job opportunities to fellow FHDA alumni. Trimian is giving FHDA 6 months free and there after the cost will be negotiable.
 - Landsberger reported that he ran into a friend who has been involved with education for years and is currently at a high school. His friend mentioned how students aren't civically engaged anymore. Peter found this a perfect opportunity to discuss VIDA and how De Anza's students are thriving as they learn how to be civically engaged.

- Chandler had the Board view Gail Perry's video on 5 easy ways a board member can help raise money.
 1. Make Your Own Gift
 2. Be an Amazing Advocate and Spread the Word
 3. Help Make a List of Potential Major Funders
 4. Thank you Project – ask for a list of 10 people to thank
 5. Host a 'Porch Party'

Link: <http://www.gailperry.com/5-ways-board-members-can-raise-money-with-gail-perry>

Board Initiative Collateral Folders & Board Director Business Cards

- Chandler handed out forms for anyone who wanted a FHDA Foundation Board of Director business card.
- Chandler handed out the Board Initiative Folder. The step sheets are expensive to print so the Foundation will work to see about producing a less expensive packet.
- Chandler announced the Board Initiative Goals:
 - EOPS - \$100K over two years - \$25K per year for each campus
 - Veterans - \$100K over two years - \$25K per year for each campus
 - VIDA match - \$75K
 - Landsberger mentioned he ran into Becky Morgan and was able to thank her for the VIDA matching grant.
 - Stem Success Center - \$3M
- Next board meeting to discuss goals and include a gift pyramid for each goal as well as naming opportunities and timelines.

Approval of Minutes

- March minutes approved.

Slate of Officers

- As proposed by the Governance Committee the FY16-17 Slate of Officers:
 - President – Don Aoki
 - Vice President – Archana Sathaye
 - Treasurer – Art Swift
 - Secretary – Anita Manwani-Bhagat

Action: Tankha moved, Mahoney 2nd, all in favor

Finance Report – Dubin

- The Foundation has raised \$4.1M as of April and expects to meet its \$4.5M goal.
- Assets are at about \$37M
- The Committee has is working with staff on the Foundation's budget and will be bringing it forward at the July meeting.

Ratify – Resolution to switch fund advisor

March's ratification of the fund advisor switch (from Bernstein to Kaspick) needs to be re-voted in order to comply with the Brown Act.

- The Finance Committee, after much discussion came to a consensus to recommend a change to Kaspick & Company. Kaspick offers a more passive investment approach while achieving the same performance with lower overall fees.

Action

Whereas the Foothill-De Anza Foundation Board has approved to close and transfer all accounts and assets currently held by the Bernstein Global Wealth Management to Kaspick and Company, this approval is effective immediately.

Dubin Moved; Bechtel 2nd, all in favor

Resolution Designating Individuals as Signatories for Kaspick

Action: Aoki approved Chandler, Lyssenko and Nguyen as the authorized signatories for Kaspick

Foundation Report – Foundation Staff

Cima: De Anza's Scholar Athlete Ceremony took place and our athletes were awarded 1st, 2nd and 3rd place statewide. The Caracci Classic Memorial Golf Tournament is on June 3rd and features a new local venue, Deep Cliff. All proceeds benefit De Anza auto tech students. De Anza is very close to having a weekly delivery by Second Harvest/West Valley Services for our underserved students. De Anza's Veterans Services is working to create a Veterans Resource Center in De Anza Student Services Building. No immediate funding issues, but computers might be needed.

Chandler:

Chandler reminded the Board that both Santora and Dubin were terming off as directors. She acknowledged them both for serving the Foundation. Miner also expressed her deep appreciation for such valuable volunteers. Santora and Dubin were presented with commemorative desk clocks as a token of appreciation from the Foundation.

Chandler encouraged the Board to attend End-of-Year events in June. A list of events were hung up so board directors could sign-up. She asked directors to contact her if they were attending since last minute changes in time and location do happen.

President's Report

De Anza – Murphy

- Murphy reported that a Veteran's Counselor was just filled to help build out the Veterans program.

- De Anza graduating student, Moses Cho, will attend Yale University this fall on a full tuition scholarship. Cho, a former Marine is an economics major was also accepted into Dartmouth, Brown, Cornell, Columbia and Santa Clara universities – most with full or partial scholarships.
- The Flint Center garage will be undergoing a year-long renovation will start this summer and the campus is working on a mitigation parking plan.
- Murphy encouraged directors to come to the June 24th is the Auto-Tech Breakfast graduation.
- Murphy said that students at both campuses will be deeply involved with the Presidential Campaign. Immigrant rhetoric is very distressing to students and the college's response is to encourage students to get involved.

Chancellor's Report – Miner

- Miner announced that incoming Foothill President will start on July 1, 2016. Miner thanked Aoki and Woodworth for serving on the President's Search Committee.
- Miner reported out on the various organizations that she has been giving presentations to including the Kiwanis, Nova, and state boards.
- The Foundation will be hosting a wine and cheese reception for new employees and encouraging them to enroll in payroll deduction. The commissions could be on hand to help meet and greet the employees so that they can learn more about the Foundation.

Other Items

- Bechtel shared that she participated on the Board of Trustees scholarship committee and how rewarding it was to interview the students. One of the questions they ask is why students choose Foothill or De Anza and they overwhelming always say "I googled best community college and FHDA showed up!" This year two \$1.5K scholarships were given away – one at De Anza in memory of Former Trustee Mary Mason and at Foothill – in memory of Student Trustee Sarah Wiehe (whose daughter, Kristy, also a FH alum, donated to in her mom's memory).

Meeting adjourned 6:30

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