



Wednesday, May 28th, 2014

Board of Directors Meeting

4:45 – 6:30 pm

Krause Center for Innovation, Foothill College

Board Present: Advani, Andersen, Aoki, Casas, Davis, Dubin, Elliott, Krause, Levy, Mahoney, Manwani, Murphy, Neiman, Santora, Swift, Thor

Foundation Staff Present: Lyssenko, West, Williams, Woodworth

Guests: Stacy Cook VP Student Services, De Anza College; Marisa Spatafore Director of Marketing and Communications, De Anza College; Kevin McElroy, Vice Chancellor Business Services, Kimberly Messina, VP Instruction Foothill College (for Miner)

MINUTES

Welcome and Introductions

Santora introduced new Foundation staff member Lindsay West, Communications and Development Coordinator.

3SP-Student Success Support and Programs Presentation

Stacey Cook, De Anza VP of Student Services and Marisa Spatafore, De Anza Director of Marketing and Communications presented a report on 3SP.

3SP is a statewide initiative approved by the legislature to change matriculation and increase accountability and must be implemented by the 2014-15 school year in order for the FHDA CCD to comply with state funding requirements.

Highlights include:

- Enrollment priorities – emphasizes full-time students
- Students are encouraged to complete an orientation and must complete an education plan
- Requires alignment with high schools and campus student services areas.
- Requires students to complete placement testing, orientation, educational plans and declare a major upon enrollment.

President's Report – De Anza Funding Priorities

(this item replaced 'Retreat Follow-up' due to Murphy being present)

President Murphy gave a report on the state of De Anza and his vision for key funding priorities that would impact and improve the De Anza.

- Student Life – importance of the campus to students – Learning Communities.
- Technology – Making sure students have the use of the best technology that the

valley can produce and the engagement of more partnerships with Silicon Valley technology companies.

- Workforce Programs – Nursing and Auto Tech do not pay for themselves. More funding is needed to scale the programs.
- VPAC – Funding need for technical staff to operate the VPAC - in turn would allow for more arts/film/tv curriculum.
- Staff Development – Sabbaticals, conferences, travel etc. To allow for the hiring and retention of the best faculty and staff possible
- Simultaneous support of general education as well as popular existing technical programs
- De Anza Baseball Program

March Minutes Approved

Finance Committee Report

- The Foundation's fundraising revenue for the FY14 fiscal year estimated to reach \$4 million dollars by June 30th. This is a \$800K shortfall against the Foundation's FY14 Fundraising Goals.
- Neiman expressed that the loss of the executive director and the foundation's period of transition led to the foundation falling short of their fundraising goals for the year.
- The Foundation's overall assets as of April reached a high water mark of \$36 million.

Director's Report

- Lyssenko spoke about the duties that West would take on as Communications and Development Coordinator which includes updating the website, following up on donor/alumni/faculty stories, assisting with small cultivation events and working on the database.
- The Executive Director Position is now open with a new job description Human Resources will start advertising the position as soon as next week with the position closing at the end of July.
- The Hiring committee is being developed. The members of the board who will serve on the hiring committee are Gay Krause, Kathleen Santora, and Don Aoki and it is Lyssenko's hope that the new Executive Director will start as soon as October 1st
- Assuming the ED position is hired in the fall, then one of the first jobs that person will have to do is hire the De Anza Associate Director position.
- The Silicon Valley Gives Day on May 6th raised \$23K and although the foundation did not qualify for matches, there were a total of 86 gifts, 36 of those gifts were of new donors.

- Three new gifts that recently came in: \$25K from the Sandisk Corporation for Foothill's Summer STEM Camp, \$21K from the Los Altos Rotary for Foothill's Veterans Scholarship, and \$25K from Ken Fong for the APALI program
- Lyssenko reported that the new Foundation website was receiving great reviews and that we would continue to add stories and develop it. The District will be migrating to the new format and be using a template very similar to the Foundation.

End of Year Events

Williams then told the Board about the upcoming various year end events that were posted on the back wall, and asked each board member to sign up for an event potentially with another board member as a buddy.

Meeting adjourned at 6:45 pm

**NEXT BOARD MEETING:
June 25th, 2014**