



Wednesday, June 25, 2014

Board of Directors Meeting

4:45 – 6:30 pm

Krause Center for Innovation, Foothill College

Board Present: Advani, Casas, Cheng, Dubin, Elliott, Krause, Landsberger, Mahoney, Murphy, Neiman, Sathaye, Santora, Stevenson, Swift, Tankha, and Thor

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

Guests: Becky Bartindale, Coordinator of Communications & Public Affairs; Jack Kelly, Los Altos Rotary President; Ron Labetich, Los Altos Rotary Member; Charles Viajar, Veteran and Foothill Student, John Mummert, VP of Instruction, Foothill College; Andrea Hanstein, Director of Marketing and Public Relations, Foothill College.

MINUTES

May Minutes Approved

Mission Moment – Rotary and Veterans Resource Center

Ron Labetich was inspired to help Foothill student veterans in memory of Los Altos native, U.S. Marine Captain Matt Manoukian. In the summer of 2013, Ron created the Friends of American Veterans Scholarship at Foothill. To date, Ron has led the charge in raising \$60,000 for the scholarship. \$8,500 has been awarded this academic year to six student veterans at Foothill College.

- Charles Viajar is a Foothill student veteran who was in the Navy for six years. He had a hard time transitioning to civilian life and told the board that the Veterans Resource Center offered much needed support, including smart pens, which the Los Altos Rotary had supplied to the VRC.
- Charles's story was featured in the San Jose Mercury News Wishbook and as a result raised \$18K for book vouchers for veterans at both Foothill and De Anza.

Charles goal is to become a respiratory therapist and is preparing to enroll in Foothill's respiratory therapy program. His grandfather, who had lung cancer, inspired him to help others. His mother passed away in January from cancer and helping other veterans and sharing his story is his way to honor her.

Funding Priorities at Foothill Presentation – John Mummert VP of Instruction, Foothill College

Foothill College Innovation Fund

Quintet of programs

- KCI
- Veterans
- SLI (Science Learning Institute)
- Arts
- Family Engagement Institute

In addition:

- Scholarships
 - \$350K to add 75 to 250 full-time student scholarships
- Internships
 - \$1.25M to fund 30 to 50 paid internships at \$25K per year
- Faculty Development
 - \$500K to fund faculty development to create 45 to 50 new courses

Santora and Williams led a discussion of funding goals and priorities for both campuses.

Discussion Points Include:

- Overall themes seem to be professional and faculty development, student life on campus, and preparing students to succeed.
- How do we best organize and strategize with both colleges and their staff and leadership to come up with a comprehensive and engaged plan to address the funding priorities that the presidents have set forth.
- Encourage the narrative of transfer and workforce development.
- Each campus positions itself differently, yet we both want our students to be employable in the Silicon Valley, and for that, you at least need a Bachelors Degree.
- It is hard to sell staff development and staffing.
- First step is to articulate our vision.
- Encompass all of the presidents funding priorities even if some of the priorities stated are more difficult to make the case for.
- The Foundation needs to work with the colleges in a highly integrated fashion.
- Determine what our impact is, and how our impact affects the Foundation's role.
- The direct help to students is limited when there is not enough staff.

- Focus on educating the Board about programs.
- Find narratives that are not too broad, but don't limit the board to being program specific.
- Educate the board on how to fundraise effectively.
- If we are working together with the colleges we can leverage our cumulative knowledge.
- Develop projects with both campuses that fall under a general umbrella.

Board Governance

- Sathaye presented the FY14/15 slate of officers:
FY14/15 Slate of Officers
President – Kathleen Santora
Vice President – Don Aoki
Secretary – Lisa Elliott
Treasurer – Ben Dubin
Action: Sathaye asked for a motion to approve the FY14/15 slate of Officers
Krause seconded, all in favor.

Finance Committee Report

- \$3.9M raised as of March 25, 2014 with \$4M expected as of June 30th.
- The Foundation is short of the fundraising goal, mainly due to the absence of an executive director and limited staff and as a result we have a surplus in our operating budget.
- At the beginning of the year, the Foundation's assets were at \$32.2 million, as of May our assets totaled \$36.5 million.
- Our investments earned approximately 13% for the 2013 calendar year.
- The Foundation distributed \$3.1 million to the various programs at the colleges.
- The FY14/15 revenue budget contains a modest increase from last year. From \$4 million to \$4.1 million. The operating budget of \$933K, largely made up of salary, is based on an Executive Director to come in October and a De Anza Associate Director in February.

Action:

Neiman: Made the motion to approve the FY14/15 budget
Landsberger seconded, all in favor.

Director's Report

- Lyssenko reported that 17 applicants applied to the Executive Director position posted on the district website. The job closes the end of July.

- Lyssenko reminded the Board of the \$2 million unrestricted Heath bequest received in 2012 and reported that the Executive Committee agreed to use \$150K beginning FY1415 and will be subject to periodic review. \$50K will be directed to the Foundation's reserve fund and \$100K be used as discretionary funds for the Chancellor to use where the dollars are needed most. Of that \$100K, Chancellor Thor is directing \$30K to the Foundation to contract for a grant writer.
- The remaining \$70K will go towards an "Innovation Grant Program" where staff and faculty at both campuses can submit mini grant proposals. More details on the program to come out later.
- Lyssenko invited all board members to join on opening day.
- This year the Foundation awarded \$350K in scholarships. A press release will come out soon.
- This week we are up 563% in our Facebook reach. Lindsay West has been working hard at strategizing our posts to increase our Facebook engagement. We encourage everyone to like the page if you haven't done so and click/like/share at least one of our posts on a weekly basis.

Meeting adjourned at 6:30pm

NEXT BOARD MEETING:

August 27, 2014