



Wednesday, September 23, 2015

**Board of Directors Meeting
4:45-6:30 p.m.
Krause Center for Innovation, Foothill College**

Board Present: Advani, Andersen, Casas, Dubin, Elliott, Krause, Landsberger, Manwani, Mahoney, Messina, Miner, Murphy, Santora, Sathaye, Smith, Tankha,

Foundation Staff Present: Chandler, Cima, Lyssenko, West, and Woodworth

Guests: Becky Bartindale, District Communications Coordinator; Marisa Spatafore Vice President Communications De Anza College, David Ulate, Director of Institutional Research and Planning.

Institutional Research – David Ulate

Ulate gave an overview of Institutional Research:

- Institutional Research team consists of four members:
 - Dr. David Ulate – Executive Director of IRP
 - Dr. Lourdes Del Rio-Parent – Senior Research Analyst/Data Warehouse Coordinator
 - Dr. Elaine Kuo – College Researcher (@Foothill College)
 - Dr. Mallory Newell – College Researcher (@De Anza College)
- Institutional Research's role the district is:
 - Federal and State Reporting
 - Research and project support
 - Surveys
 - Institutional and District planning development and support
 - Accreditation Support
 - Help establish accountability measures – Goals & Benchmarks
 - Helps those at the District make data informed decisions by providing data
- Data Resources:
 - California Community College Chancellors Office Data Mart
 - IRP Factbook
 - College Program Review
 - Planning Documents (e.g. EMP)
 - Ad Hoc data requests
- Miner suggested the role of Institutional Research and Planning as it relates to the Foundation Board is that it can provide program metrics to help the Board formulate what goals they would like to achieve as it relates to the program

- Landsberger suggested that Institutional Research and Planning could provide data that would help the board tell a story to donors about the programs and Foothill and De Anza.

Outcomes of Committees – Latta-Lyssenko/Chandler

- Governance Committee:
 - Chandler notified that the Governance Committee has a new potential board member in mind and they would meet with them prior to the Nov meeting.
- Donor Development Committee had many prior names, but was renamed Donor Development in 2013-2014
 - The thank-a-thon taskforce came out of the Donor Development Committee and two successful thank-a-thons were held at the homes of Manwani and Andersen.
 - Currently the staff is considering adding students to the thank-a-thon
 - The Salon taskforce also came out of the Donor Development Committee
 - Advani held a Chancellor’s Circle Reception at her home in October 2014
 - Last Donor Development meeting was in January 2015 and featured Iris Korol, former Board of Director, who holds an annual women’s luncheon to benefit Foothill College. Korol spoke how she personally fundraises for her causes.
- The Marketing & Communications committee came out of the 2013 board retreat
 - Advani and Elliott were the co-chairs of the Marketing/Communications committee
 - In Jan. 2014 a survey developed by the committee was sent out to 250 donors. Board members reviewed responses to questions and found that many of our donors were giving because of their passion for higher education.
 - The new Foundation website went live in March of 2014 and the hiring of the Communications and Development Coordinator Position took place in May of 2014. As a result, Social media, web traffic, and email communication has increased dramatically.
 - In the summer of 2014 a postcard was sent out to 15K local alumni asking them for their email addresses. 36 responses were received, as well as \$750 in donations.
 - The last meeting of the Marketing and Communications Committee was held in June of 2014.
- The Strategic Planning Committee –Adhoc Committee

- In Fall 2012 developed a new mission statement, vision statement and identified \$100 million dollar goal.
- In Spring 2014 as the Board Initiative begins to take shape, Santora, Landsberger and Elliott work on strategy.
- Fall 2014, the Board embraced Student Equity and working with the two Presidents, four areas were identified: EOPS (District); Veterans (District); VIDA(De Anza); and SLI(Foothill). Case development begins.

July Approval of Minutes were approved with one change, Tankha was not present at the meeting as indicated. Staff will amend and then post the minutes.

Finance Report – Dubin

- August donations are coming in and are on track.
- As of June 30th the total funds raised = \$3.756 million
- The budget for FY15/16 is \$4.5 million
- The Foundation's overall assets as of August are valued at \$36 million.

Foundation Report – Foundation Staff

Chandler:

- October 21st is the first Celebrity Forum Reception of the season featuring Michio Kaku. Ph.D. and donors from both campuses were invited.
- Board Initiative field trips are taking place on schedule, and going well. Reports outs will happen at the November meeting.

Woodworth:

- Woodworth thanked Sathaye for her generous donation of funds and time to work with the STEM scholars interns at UCSF this summer.
- Micro homes for veterans are moving forward and she thanked Santora for helping bring in partners for the micro-homes project
- Woodworth announced a \$50,000 seed donation to micro home project from Los Altos resident Barbara Ferguson.

Cima:

- The Taste of History Event will be held Saturday October 24th, and encouraged the board to attend and friends.
- A Joint Venture Silicon Valley report on income inequality was released and a special panel discussion will be held at De Anza on October 6th that will feature President Murphy as a moderator.

Latta-Lyssenko:

- Working on the college's scholarship with over 80 scholarships being advertised with multiple offerings and more than \$650K potential awards.
- Working on Giving Tuesday, December 1. More information to come soon at November board meeting including opportunities for the Board.

West:

- 57% increase in Facebook followers since last year.
- LinkedIn added 522 followers in 12 months, 37% increase from last year.
- In Sept 2015 67% of foundation web traffic was new users.

President's Report – Messina/Murphy

Messina:

- Foothill is partnering with other organizations to work on building micro homes for homeless veterans.
- There's an increased amount of foot traffic on campus this quarter, which is encouraging
- Laura Casas spoke at the well-attended League of Women Voters' event and represented FHDA incredibly well.

Murphy:

- 1000's of students are on campus, school has just begun
- Enrollment the same, but there is a vibrant energy on campus
- De Anza is hosting a Joint Venture Silicon Valley Presentation on poverty and income inequality in the Silicon Valley on the 6th of October.

Chancellor's Report – Miner

- In the Chronicle of Higher Education Foothill College is #1 and De Anza College is #2 in the nation for graduation rates.

Meeting adjourned at 6:30