



Board of Directors

Unadopted Meeting Minutes

Thursday, March 18, 2021

Meeting 4:00 pm to 5:30 pm

Via Zoom

Members Present: Steve Page – Chair, Teresa Norton – Vice Chair, Kate Jolley – Treasurer, Scott Bartley, Jeff Bricker, Dan Condrón, Maggie Fishman, Doug Garrison, Suzy Marzalek, Jorge Servin, Kris Shear, Bill Traverso, Shirley Ward

Committee Representatives: Diane Campagna for Brian Marvin (Bear Cub Athletic Trust)

Staff: J Mullineaux, Breanne Beseda, Sarah Laggos

Guests: None

1. Call to Order and Introductions – Steve Page

Called to order at 4:00 pm

2. Approval of 1.21.21 Meeting Minutes (*Attachments*) – Steve Page

Motion to approve minutes from regular meeting on January 21, 2021. Dan Condrón motion, Bill Traverso second, approval unanimous. M/S/P

3. Public Comments

No public comments.

4. President's Update – Kate Jolley for Dr. Chong

Between SRJC Health Services and SCOE, the COVID vaccine has been offered and administered to all employees who have elected for it – anyone who wants the vaccine has now had an opportunity to get it. It is not required, but highly encouraged. The college is now focused on vaccinating students and are hoping to vaccinate as many of them as possible. The college is also working on a transition plan for getting back to fully reopening. Space/resource analysis is being conducted and a tiered structure aligned with state guidelines has been created to provide a pathway for instruction, student support, and administrative services. Student athletes have been back on campus, as well as some public safety, health sciences, and STEM classes. Technology resources continue to be dispersed to students – so far 628 laptops 658 calculators and 414 hotspots have been distributed to those in need. The college continues to assess and prioritize needs of remote workers, facilities adjustments, and student needs in working toward a full reopening.

March is Women's History Month, and there are several college-sponsored events that everyone is welcome and encouraged to attend.

Report concluded with thanks to APISA for campus leadership in denouncing anti-Asian violence.

5. Governance – J Mullineaux

Prior to addressing agenda items, J thanked Kate Jolley and her team for the extraordinary efforts in rolling out the vaccine and readying the college for transition to reopening. The Foundation staff has all received vaccinations, and donors are beginning to request in-person meetings.

Something not included in the written report provided was the good news of a recent decision by the Scholarship Committee (in collaboration with the Doyle Trust) to offer Doyle scholarships to incoming international students.

J turned presentation to Teresa Norton for an overview. Steve Page also offered a summary, explaining that modifications to bylaws were mostly meant to reflect current practices. There was a question from Kris Shear about the reporting structure with the Executive Director reporting directly to the college President (as opposed to the Board of Directors). With some discussion, it was agreed that the President should consult with the Board to accept feedback and recommendations prior to performance reviews.

a. Corporate Resolution for Signing Authority

Included in board packet, there is a (proposed) policy giving J the authority to act on behalf of the organization to carry out the business of the Foundation for signing documents and agreements. Shirley Ward motion, Teresa Norton second, approval unanimous. M/S/P

b. Bylaws Revisions

J provided an overview of revisions made to both verbiage and policy. Dan Condron motion, Shirley Ward second, approval unanimous. M/S/P Scott Bartley did point out one minor typo correction to be made.

c. New Staff Titles

With the approval of Dr., Chong and Human Resources, J requested that the Board formally approve a change in title for Sarah to Director of Philanthropy and for Breanne to Director of Community Engagement. There will be no change in employment classification or pay grade, and no immediate change to job descriptions, but titles will bring positions into alignment with new strategic plan. Suzy Marzalek motion, Bill Traverso second, approval unanimous. M/S/P The group offered Sarah and Breanne their congratulations.

d. Endowed Funds Distribution for 21/22

Every year a full Foundation endowment funds distribution list is created. There are currently 534 funds. We calculate three and a half percent averaged over 5 years to determine payout. The college is beginning to process scholarship applications and make awards, so it is important that the Board approve the disbursement of up to \$1,588,510 in

funds (3.5% payout on endowments - that's what we should authorize to spend though we will likely not spend all of it). Bill Traverso motion, Kris Shear second, approval unanimous. M/S/P

6. Development Activities – J Mullineaux

a. 19/20 Audit

J reported that the annual audit was complete and clean. He offered thanks to Kate Jolley, Linda Close, and Foundation staff, recognizing their time, energy, and work. (J paused for a “mission moment: to share a photo of the newly-installed Seidenfeld marquee lettering on the Burbank Terrace)

b. Metrics

J has worked with Suzy Marzalek to develop metrics for measurement of strategic initiatives. There will be two sets: short term (progress on operational plan) and long term (health and performance of organization). Team will be working to develop and share a dashboard for consistent visual representation of progress toward goals. J reiterated the importance of database integrity for performance measurement.

c. Campaigns Overview

J shared list of fundraising priorities as a reminder for group and shared updates on progress to goal for each individual campaign. Most campaigns are led by small committees of volunteers making personal solicitations (offering naming opportunities as options for donors). Sarah and J have split leadership responsibility, and Breanne is supporting all campaigns with materials and communications.

d. STEM Project and Prospects

Sarah Laggos shared a presentation on the naming campaign for the new Lindley Center for STEM Education. She shared renderings from the new building made possible by Measure H and reviewed highlights that may be of particular interest to naming donors. She is working with a small committee and collaborating closely with the Dean to review prospect lists and pursue interested donors.

7. Budget Forecast and Revenue Scenarios – J Mullineaux

The Foundation has a strategic goal of raising \$10M/year, but will need to make some adjustments and additions to accomplish that. The need for more operating revenue is clear. We reached out to other community college foundations to see how they were approaching similar challenges and discovered that many of them were already assessing a support fee on donations received. In a recent National Association of College and University Business Officers survey, 132 of the 137 college foundation respondents were assessing a one-time gift fee ranging from 1-10%. Foundations in our size range (\$51 million to \$100 million) on average were assessing a median 5% gift fee. We know from experience and research that this is also the standard practice of many non-profit organizations of all types in our region.

The Foundation would like to add a new position next year (Community Engagement Officer, reporting to Breanne) to shift some responsibility from Sarah to allow her to focus on philanthropy and fundraising. We would also like to eventually replace the administrative assistant position for

operational support. However, the Foundation budget currently shows a deficit, so the additional revenue from instituting a support fee would absolutely be necessary to help meet these goals. J presented the proposed budget along with several options for revenue models for reference.

Maggie asked about the 5% fee already charged on events and J explained that was a fee for administrative assistance and has been enforced inconsistently. We need to implement a policy to provide consistent revenue that can be counted on. Kris raised a question about in/out scholarships and how those would be handled – J confirmed that those would be excluded, but the policy would otherwise be “all or nothing.” Maggie asked about namings and grants, and J reinforced that namings and grants would be included. Suzy requested communication/talking points that might be shared with donors. Support Fee recommendation of 3% on every dollar raised will be brought to the next board meeting for formal approval.

8. Trust Committee Reports (3 minutes)

Bear Cub Athletic Trust Committee – Diane Campagna for Brian Marvin

BCAT successfully completed its first Zoom meeting with great attendance and participation. The committee looks forward to a tour of new facilities when safe to do so. Diane shared appreciation for the efforts of the Foundation to work with individual coaches/sports on fundraising needs.

AgTrust Committee – Not present

Friends of Petaluma Campus Trust Committee – Not present

9. Comments on Foundation Written Reports (*Attachments*) (3 minutes)

Financials and Budget to Actual Reports – No comments.

Executive Director, Alumni Director, and Director of Marketing Reports – No comments.

Board Chair Report – No Comments.

10. Other Business

Breanne Beseda shared that the 2021 President’s Address will be virtual (video) again this year. It will be released on June 14th. The Board is asked to help with promotion and in securing sponsors at the \$500, \$1000, and \$1500 levels. Breanne will send communications and forms prior to the next meeting.

11. Adjournment – Steve Page

Meeting adjourned at 5:22pm