



Board of Directors / Board Retreat

Unadopted Meeting Minutes

Thursday, September 17, 2020

10:00 am to 2:00 pm

Zoom online conference

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

Members Absent: Lori Torkelson (Friends of Petaluma)
Henry Beaumont (Ag Trust)

Committee Representatives: Brian Marvin (Bear Cub Athletic Trust)
Doug Garrison (Friends of Petaluma Campus Trust)

Staff: J Mullineaux, Sarah Laggos, Breanne Beseda

Guests: Scott Ormerod–Leap Solutions
Judy Coffey–Leap Solutions
Susana Morales– Leap Solutions

1. Call to Order and Introductions – Steve Page

Called to order at 10:00 am

2. Public Comment

No public comments.

3. Planning Work to Date – Steve Page

Steve thanked Scott and committee members for contributing ideas to meetings. He acknowledged that these exercises can be challenging, but this one is well-facilitated and structured to guide us. All five committee meetings were productive and inclusive, and the committee and staff have worked hard on this project.

4. Welcome and Desired Outcome Review – J Mullineaux

J thanked the Strategic Planning Task Force and Scott Ormerod for assisting in re-examining SRJC Foundation values. The Board reviewed terms and definitions for the strategic planning process (mission, vision, values, priorities) and clarified the difference between a 3-year strategic plan and an annual (tactical) plan. J then presented a philanthropic business model.

5. Values – Scott Ormerod

The following five values were presented and discussed as the result of the committee's brainstorming over their five planning meetings:

- **Impact:** We inspire philanthropy and social investment that leads to meaningful results of education attainment and workforce development.
 - Impact should be first
 - It is about the results
 - How to demonstrate the results
 - Impact is a key part of the work
 - A key tool when working with donors (alignment)
 - We want to bring our investments to this plan – the possibility of creating an investment strategy including social investment
 - Donors are beginning to ask for our investment strategy

- **Opportunity:** We secure resources that provide opportunities for students and donors to fulfill their dreams and make a difference in the community.
 - Opportunity is what we are talking about
 - We started by looking at how the values work for our internal community and external community as well
 - We wanted to make sure we brought in the donors
 - An opportunity for students and a huge opportunity for donors to support opportunity
 - Dreams show emotion and the transformation we can enable for our students
 - Wanted to bring emotion into the mission and values
 - Using action words, “We will...”

- **Equity:** We work to ensure that all students have access to the resources they each need to succeed.
 - We felt we needed to have a value inclusive of our work around equity
 - This has to be a core value – equity is a huge part of the work the JC

- **Trust:** We earn and ensure donor confidence that we will protect and grow their philanthropic investments to provide sustainable resources in support of SRJC.
 - We talked about stewardship but trust was more appropriate and encompassing
 - We can't do anything without trust with our donors and colleagues
 - Trust will bring in referrals

- **Collaboration:** We partner with donors to realize the power of philanthropy and with student and campus colleagues to enhance the college experience.
 - Another word that is double-sided representing the multi-sided approach to work together
 - We can't do anything without our donors but we can't do anything without our colleagues
 - We have been focused on fostering a relationship with our colleagues on campus

Board members agreed that these values will facilitate Foundation focus and resonate with donors. Doug suggested SRJC Foundation and Board Committee rephrase the “impact” value wording to better approach prospects. J stated that a culture of philanthropy involves a direct and customized approach to prospects but values are a foundation to the personalized approach. Suzie reminded board members that SRJC District/College and SRJC Foundation play two separate roles.

6. Mission – FBOD

Scott O reviewed the existing mission statement and there was agreement that it needs revision. The proposed mission statement presented at this meeting read:

“We inspire investment in higher education to provide life changing opportunities for all SRJC College students, their families and the community we share.”

J stated he experienced the impact a first college graduate can inspire in their families. Board members shared the beneficial impact SRJC has made in the lives of community members. Jorge suggested rephrasing the mission statement so that it emphasized student support in achieving higher education. Members discussed the roles of the District and Foundation. Foundation role is to inspire opportunity for donations to benefit the student. Maggie suggested shortening the presented mission statement.

7. Vision Statement

There is no existing vision statement for the Foundation. A vision may not be accomplished in three years covered by the plan and that is okay. You might accomplish the vision in less than 3 years and that is okay, which means you need to consider another vision. Without vision we fail – we go in circles and get lost. The proposed vision statement presented at this meeting read:

“The power of philanthropy and the promise of higher education elevate our community to new heights.”

There was much discussion about the particular words and order of the words. It was suggested that we consider a change to “(We) Elevate our community to new heights through the power of philanthropy and the promise of higher education.” The group agreed that the vision should be revisited by the task force.

8. Strategic Plan/ Priorities

The four major priorities of the Foundation were presented as:

1. Business Model and Structure: to establish a Culture of Philanthropy and the integrated structures and systems to support the culture.
2. Philanthropic Growth: to set and exceed philanthropy goals that ensure the financial resources needed for all SRJC students to have the opportunity to excel.

3. Marketing and Communications (Branding): to build recognition, engagement, and affinity for the Foundation in support of all SRJC students.
4. Governance: to enhance organizational efficiency and success through strong board governance and effective operational systems.

FBOD were divided into groups in separate breakout rooms. Each group examined the each of the priorities and reviewed corresponding goals. Each group developed feedback that was then shared with the full group once reconvened.

Some general feedback from the full group included:

- Intent was appreciated; building trust will be key
- Simplify all priorities and goals – initial modifier can be left out
- Creating a culture of philanthropy needs to include change for the College and the larger community – the shift needs to be inclusive and collaborative
- Some goals seem repetitive or better suited as tactics; additional editing and wordsmithing is needed

Discussion around each priority and goal will help to inform revisions and development of tactics to accomplish goals, to be review and discussed in part 2 of the retreat to occur in October.

9. Approval of 07/16/2020 Minutes

Motion to approve minutes from **07/16/2020**. M/S/P

10. Additional Board Business

- Year End Financials were reviewed. There were no questions from the Board.
- Opportunity for comment on written reports from Foundation leadership (included in board packet) was provided. There were no questions from the Board.
- Board was reminded that the second part of the retreat would take place via Zoom on Thursday, October 15th beginning at 8am.

11. Adjourn at 2:00pm

Upcoming Meetings/Events:

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| Thursday, October 15, 2020 | 8:00am to 10:30am | Foundation Board of Directors Retreat Part 2, Zoom |
| Thursday, November 19, 2020 | 4:00pm to 5:30pm | Foundation Board of Directors meeting, Zoom |