



SRJC Foundation Executive Committee

Adopted Minutes

Wednesday, August 28, 2024 / 8am – 9:30am

Members: Suzy Marzalek - Chair, Troy Sanderson – Vice Chair, Dr. Angélica Garcia, Teresa Norton, Scott Bartley

Absent: Kate Jolley

Staff: J Mullineaux, Katie Greenwald

- **Call to order** – Suzy Marzalek
The meeting was called to order at 8:00am
- **Public Comment** – Suzy Marzalek
There were no members of the public present and no comments
- **Approval of Minutes** – Suzy Marzalek
Minutes from joint Budget Committee and Executive Committee meeting on June 26, 2024 were approved. Teresa Norton motioned, Dr. Garcia seconded. All in favor. M/S/P
- **President's Update** – Dr. Garcia
We are doing quite well with enrollments as of Tuesday, August 27. We are in the second week of our Fall academic year. The campuses are buzzing with student energy. As of August 27, we have 22,609 individual students who are taking courses throughout the District. They are enrolled in almost 57,000 courses. Our student population is predominantly part time, we are seeing more engagement. Work-based learning and dual-enrollment are up. Enrollment with Second Chance students is up as well.

We're being funded for 5,400 more FTE students than we have. Our goal is to increase to 17,500 FTES total. In order to maintain fiscal responsibility, we'll have to make choices for how to engage in enrollment recovery.

We continue to show gains with African American students. We have 26% more African American this year than last year; we have 10% more Latino students; 15% more Native American students; and 21% more Pacific Islander students. We're up in all age categories. The largest section of students is age 19 – 34.

Doyle Trustees will show an extra level of support and engagement. In addition to using the dividends for scholarships, they will fund an activity for students who might be interested in the scholarship.

Student leadership this year has an active plan for engagement throughout the District. For example, Dr. Garcia will host a monthly *Pop-Up with the President*. It will be promoted via social media. The August 28 pop-up is at Shone Farm.

The President's Address will be Thursday, September 5. The tone will be about honoring our legacy, but being future forward. We need to ensure that we're around for the next 100 years to serve our community. As a part of that event, Dr. Garcia will honor the Founding Mothers of the college.

We have a new logo featuring Rosco. As a part of the President's Address, we'll roll out a video showing Rosco over time.

- **2021 – 2024 Strategic Plan Dashboard** – J Mullineaux

Due to limited time at the July board meeting, staff decided to revisit the Strategic Plan dashboard at the October 3 Board Retreat. We're still awaiting EOY figures re: Philanthropic Growth.

Donors are being moved through the giving funnel from identification to inspiration. We've taken a large leap with cultivation over the last year, largely due to the planned giving initiative. Planned giving has doubled due to Sarah Laggos' involvement. As of June 30, our investment portfolio was up more than 10%. The total number of donors is the highest it's been. Number of sponsors are up. We've been more efficient with direct mail pieces, so we've sent fewer with the same result.

- **Launching New Strategic Planning Process** – J Mullineaux

For '25 – '27 Strategic Planning, we will reference the upcoming District Strategic Plan, which will incorporate findings from Institutional Effectiveness as well as other departments. The goal is to have a draft of actions associated with this by the end of this calendar year. At that time, the Foundation can draft its next Strategic Plan.

We will form an Ad Hoc strategic planning committee. This committee will make these principles our own. Responsibilities of a Board Member will be updated as a part of this work. We will ask Teresa, Suzy, Troy and Ozzy to be on this committee.

- **Philanthropy Update** – J Mullineaux

We will receive \$20,000 for the Culinary Program through Charlie Palmer.

Breanne Beseda led the effort to raise \$10,000 in sponsorships for the Fall Festival which is Saturday, Oct 12. As a next step, we have to get the Ag Alliance volunteers involved to help build the event out and make it larger than it's been.

Once the facilities at Roseland are ready, we'll have a board meeting at this campus. We're building out a case for funding. We'll put together a plan to raise funds. We already received a \$35,000 grant. We would like to create a discretionary fund for whatever Roseland needs. At first, the funds will be spent on furnishings, but we would like to look to fund scholarships. We're using Community Centric Fundraising principles to determine funding priorities. There will be an opportunity for tours and naming for the Welcome Center.

- **Goals and Objectives for October 3rd Board Retreat** – J Mullineaux

At the time of the Board Retreat, we will have the final FY25 operating budget for approval.

The focus of the Retreat will be on Planned Giving to help board members gain an understanding of components involved and be able to articulate the benefits. The goal will be for the board to gain an understanding of their own personal values in regard to philanthropy. We will have personal, interactive activities.

Then, we will receive a presentation by students on the Forensics Speech, Debate and Performance Team to have a full understanding of this work. This will provide another opportunity for board members to talk about students in the community.

- **Engaging Former Foundation Board of Directors**

This conversation was postponed for future Executive Committee meeting due to time.

- **Other Business**

The team had a conversation about property donations and shared interest gifts. There was an alignment that the Foundation's gift acceptance policy will be revised to include information about shared interest gifts.

- **Adjournment**

The team adjourned at 9:30am

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