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*Adopted Minutes*

## **Board of Directors**

Thursday, July 25, 2024

Meeting 4:00 pm to 5:30 pm

SRJC Foundation, 707 Elliott Ave, Santa Rosa, CA 95401

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- Members:** Suzy Marzalek – Chair, Troy Sanderson – Vice Chair, Dr. Angélica Garcia – Secretary, Kate Jolley – Treasurer, Scott Bartley, Maggie Fishman, Doug Garrison, Evan Hershey, Francisco Lopez, Teresa Norton, Brian Reeves, Carolina Spence, Marion Walker, Shirley Ward
- Absent:** Ozzy Jimenez Sullberg
- Staff:** J Mullineaux, Breanne Beseda, Sarah Laggos, Katie Greenwald
- Guests:** Lauren Coburn

- 1) Call to order | Land Acknowledgment** – Suzy Marzalek  
The land acknowledgement was read and the meeting was called to order at 4:01 pm
  
- 2) Public Comment** – Suzy Marzalek  
There were no members of the public present and no comments.
  
- 3) Approval of July 25, 2024 Minutes** – Suzy Marzalek  
Minutes of the July 25, 2024 meeting were distributed in advance and approved. Shirley Ward motioned, Troy Sanderson seconded. All in favor. M/S/P
  
- 4) FY24/25 Board Introductions / Welcomes** – Suzy Marzalek  
The SRJC Foundation Board of Directors includes 12 board members who are members of the community.

Teresa Norton – An estate planning attorney and retired Airforce colonel, Teresa is an active member of the Santa Rosa Chamber of Commerce and serves as the immediate past chair of the board.

Shirley Ward – In her fourth term, Shirley is a retired executive vice president with Bank of America. She serves on the board for Santa Rosa Memorial Hospital. She is a natural connector of SRJC, from potential students to potential big donors.

Scott Bartley – Scott is a local architect and former Santa Rosa councilman and mayor. He participated in numerous fundraising and capital campaigns and has served on many non-profit boards.

Doug Garrison – Doug is a retired Superintendent / President of Monterey College, and he had a past leadership role to SRJC's Petaluma campus. He has a lot of experience in raising money for community colleges and ensures the perspective and voice of faculty, staff and students is represented.

Carolina Spence – Carolina is a retired director for Seniors, Inc. She has a talent for raising money, and is involved with the Chamber and non-profit organizations. She's an amazing relationship builder.

Suzy Marzalek – Suzy is a retired controller from Keysight Technologies. She's served on multiple boards and is experienced in strategic planning. Suzy is committed to SRJC because her daughter found her way here.

Marion Walker – Marion is a financial advisor and chair of the Investment Committee. He is a leader within 100 Black Men of Sonoma County. Marion believes in the role a Community College can play in America to prepare people for work, and he believes in finding commonalities.

Troy Sanderson – Troy is the President and CEO of Exchange Bank. Beyond this important partnership, he is a multi-generational Petaluma resident and an SRJC alumni. His life was changed at SRJC, where he learned what's important and gained a sense of focus.

Evan Hershey – Evan was a student athlete at SRJC, grew up a local Catholic boy, is active with the Chamber of Commerce and Active 2030 Club. It's important to Evan that all voices are comfortable speaking up and he has a focus on funding.

Ozzy Jimenez Sullberg – Ozzy serves on Healdsburg Forever and is a co-founder / owner of Noble Folk Ice Cream and Pie with his husband. He brings an important perspective to our board. Having been born in Jalisco, Mexico, he has lived experiences of being a Latino, LGBTQ+ and undocumented. Ozzy served as the mayor of Healdsburg in '21-'22.

Francisco Lopez – Francisco is the co-owner of Aldina Vineyards and Bacchus Landing. Prior to stepping into the wine industry full time, Francisco previously worked in education, specifically helping EMLS students thrive.

Brian Reeves – Brian is a vice president at The Wine Group, where he is in wine sales management, and he is a great friend of Steve Page. He has expertise in strategic planning and analysis. He brings an important link to Sonoma Valley.

The board includes two members of the SRJC District.

Dr. Angélica Garcia – In addition to serving as the Superintendent / President of Santa Rosa Junior College, Dr. Garcia is the Secretary of the Foundation board. She has established a strong partnership with the Foundation board and staff. She is an experienced educator, and serves on the Biden Administration's Committee for Arts & Culture.

Kate Jolley – Kate is the Vice President of finance at Santa Rosa Junior College, and serves as the treasurer for the SRJC Foundation board. Kate has served in the Vice President position since 2018, and has a depth of experience with the board. She’s great at explaining financials with highlights.

The board includes one member who’s also a member of the Board of Trustees for the district.

Maggie Fishman – Maggie serves on the SRJC Board of Trustees, District 2, and she has been the trustee member of the Foundation board for a long time. She’s a graduate of SRJC and Sonoma State, and is devoted to education, including high school education.

And the Foundation is lead by an executive director.

J Mullineaux – J is a philanthropic pillar in our community, bringing 30 years of experience. He was a leader at the Community Foundation, is a first-generation college graduate, and passionate about access to education. He’s an amazing fundraiser and is grounded in equity and transparency.

#### 5) **SRJC President’s Update** – Dr. Garcia

We’re at the end of summer, and it’s been an eventful summer with a lot of community dialog at the JC. We’re at a point where we’re doing some really good work and getting ready to welcome a new cohort of faculty members this year, supporting student programs in a holistic way to expand programming and diversify opportunities for students. It’s wonderful to hear faculty and staff talk positively about this.

We’re starting a new academic year and we have an opportunity to become new versions of ourselves. We’re in a great position to do that with alignment at the District.

Dr. Garcia just wrapped up her evaluation with the Board of Trustees, where they evaluated the work that was important last year, as well as for the upcoming year.

These priorities can be found on the [President’s Page of the SRJC website](#), and include:

- **Student Success and Engagement**, including student experience to how we’re supporting enrollment and growth, not just about the student headcount, but the overall experience.
- **Fiscal Sustainability**. California Community Colleges are not being funded at the same level that they had previously been funded. Our budget and reserve will sustain us for the next several years due to a long-range plan that was put into place five years ago. We’re looking at current resources and how we’re allocating those over the next few years. We need more clarity on processes.
- **Institutional Effectiveness**. In the world of accreditation, this means how we evaluate and plan an organization. We have our District Strategic Plan, which has had a lot of community input. We used to have academic affairs plan, student services

plan, facilities plan, finance plan, and more. None of them were speaking with each other. Going into the next year, those will be integrated. We're prioritizing funds differently. Included in this is the SLO (student learning outcomes).

- **Institutional and Workplace Culture – IDEAA.** This will be a time intensive resource that leads to culture shift. We will publicly share intentions around this. We know it's important for recruitment.

**6) Scholarship Presentation** – Lauren Coburn, Sarah Laggos

The student financial aid office provides services and support for students. At the Foundation, our work is on the donor side. This presentation is focused on the scholarship program. Lauren and her team put in an incredible amount of work to support students. Veterans and students who have basic needs go through this office, as well as students seeking federal and state aid. The team supported \$54MM in student financial aid last year.

At the Foundation, we established criteria for scholarships, including financial need, student status, major and GPA. The Foundation's work is to follow donor intent. The scholarship office distributes scholarships to students and is responsible for ensuring that students apply, their applications are reviewed and awards are made.

We manage 650+ scholarship funds, with each one having its own criteria. This is a huge amount of work. Awardspring has helped streamline some of this. About 90% of scholarships are base don need. Many funds distribute more than one award. More than 2,000 awards were made. We have one of the largest scholarship programs in the state.

We're committed to our values. Fundraising must be grounded in race, equity and social justice. At SRJC, we're driving best practices nationwide for community colleges and four-year universities. We ensure that each part of our population is prepared to participate in the process through this lens (Community Centric Fundraising Principle #1).

We offer the largest scholarship program of all California Community Colleges, due to the Doyle Scholarship and our generous community of donors.

We strive to ensure that our scholarship practices are ethical and equitable for all students. We think about values – racial social justice and equity. We ask reviewers to think about their roles and privileges within these areas to determine how they score and give. We need to ensure that all conversations with our donors are in the best interest of our students. Scholarships with criteria for letters of recommendation perpetuate inequitable practices. Many low-income students are not able to get a letter of recommendations. They don't provide much values in the process and it's a barrier to our students. We learn to say no to donors, we don't grade on spelling, grammar or punctuation and we provide hands-on practice. We work to remove implicit bias through the process.

For reviewer training, we're centering our fundraising to address racism and social justice. All who look at scholarships must be trained for one and a half hour (training is good for two years). We strive to employ best practices in the sector. Intersectionality, racism and equity

will all continue to be build into these sessions. We've trained more than 200+ reviewers so far, and we continue to learn from our reviewers as well.

Our students are multi-ethnic, a variety of ages, 70% are not full time, and half of scholarship recipients are registered less than full time. About 92% of scholarship applicants for the '23 – '24 school year were selected from one or more awards (previously it was 87%).

One application allows students to be eligible for as many scholarships as possible. We used to require essays, but we found that students need coaching. Therefore, we changed the process from asking for an essay to a process where we ask for six prompts with short answers.

A better Free Application for Federal Student Aid (FAFSA) process has been rolled out. FAFSA is administered by the Department of Education for documented and Visa students. Undocumented students who meet AB540 can complete the CA Dream Act aid (California aid vs. Federal aid).

The next academic year, FAFSA has been rolled out with a dramatic lift to make it easier. Since it's new, there are glitches and constant updates. As a result, the rollout was a bit late, which caused delays for students. The Financial Aid office continues to be active in training.

#### **7) FY24 Operating Budget – J Mullineaux**

- Mullineaux shared the FY24 Foundation Operation Budget (through May 31, 2024). We're ahead on revenue due to investment performance. The management team will receive salary increases of 3.85% for '24/'25.

We won't spend all of the funds allocated for expenses. We'll be under in expenses and over in revenue, and we're expecting \$107,000 in budget surplus. Doug Garrison will lead the grants committee effort.

Shirley Ward motioned to approve the allocation of the surplus to the opportunity fund, Marion Walker seconded. All in favor. MSP.

- June was active. We hosted a luncheon for the President's Circle on June 4, and an installation dinner for our board on June 26.
- Regarding FY24 revenue and metrics, it's been a great year. We're wrapping up the '21 – '24 strategic plan. Through June 30, 2024, we raised more than \$10.7MM. Bequests have increased and we have fewer pledges. We're wrapping up the big projects related to Measure H. From FY19/20 through FY23/24, we've consistently grown.
- Our FY25 retreat will be Thursday, October 3, 2024 at Benziger. The topic will be planned giving.

- The FY25 Conflict of Interest Policy has been distributed to all board members.
- The board discussed the topic and then voted on whether to add a student director. The intent of adding a student director is in an effort to become a more purpose driven board and employ Community Centric Fundraising principles. This student director will bring a link to the district and a voice from the student body.

Marion Walker expressed concerns about intentions regarding divestment requests from the student body. The team advised that this concern has come up from the student body in the past, and we were able to address it from an operational perspective before it came to the board or committees for discussion. Regardless on whether we bring a student director on board, we're open to experiencing this concern from our community through public comment.

Doug Garrison moved to approve. Scott Bartley seconded. All in favor except for Marion Walker, who opposed. MSP

- The board was asked to help secure sponsorships for the upcoming President's Address to the Community. Board members identified businesses and individuals to reach out to.

**8) '21 – 24 Strategic Plan Update**

There was not remaining meeting time to review the strategic plan results. Results will be shared at the October 3 Board Retreat.

**9) Written Reports, Questions / Comments**

Reports were provided from the Executive Director, Philanthropy Director, Community Engagement Director

**10) Adjourn**

Meeting was adjourned at 5:30pm

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