



Unadopted Minutes
BOARD OF DIRECTORS
Thursday, July 21, 2022
Meeting 4:00 pm to 5:30 pm
Doyle Library, Room 4520

Members: Teresa Norton - Chair, Suzy Marzalek - Vice-Chair, Frank Chong - Secretary, Kate Jolley - Treasurer, Maggie Fishman - Trustee, Scott Bartley, Jeff Bricker, Maggie Fishman, Doug Garrison, Suzy Marzalek, Kerry Rego, Kris Shear, Bill Traverso, Marion Walker, Shirley Ward, Steve Page, Jim Ward (BCAT)

Absent: Jorge Servin, Carolina Spence, Monty Sullivan (Petaluma Campus Trust), Representative (Ag Trust)

Staff: J Mullineaux, Breanne Beseda, Rudy Campos

Guests: Rachael Cutcher, Lauren Coburn (Scholarship Office)

1) Call to order - Teresa Norton

The meeting was called to order at 4:00pm

2) Public Comment - Teresa Norton

There were no members of the public present.

3) Approval of minutes - Teresa Norton

Minutes of the 07/21/22 meeting were distributed in advance.

Motion to approve 07/21/22 minutes

Kris Shear motion, Steve Page second, unanimous approval. M/S/P

4) Scholarship Presentation - Rachael Cutcher and Lauren Coburn

Rachel and Lauren gave an informative presentation to the Board of Directors about the types of scholarships offered at SRJC, equity initiatives, current trends, and a look at the future of SRJC scholarships. They also highlighted that in-person services have resumed with continued scholarship support via Zoom. Additionally, the scholarship office is ready to support the new Student Housing building and the students that will reside there.

a. Scholarship Policy - J Mullineaux

J has developed a new scholarship policy with a primary focus on donor intent. This new policy outlines the types of scholarship funds, duration, criteria, selection process, and donor intent.

Motion to approve Scholarship Policy:

Steve Page motion, Shirley Ward second, unanimous approval. M/S/P

5) Governance

a. Proposed Investment Committee Leadership - Suzy Marzalek

Doug Pavese is leaving the committee and his leadership role after 30 years of service. It was recommended that Don Chigazola be promoted to Chair and Sue Nelson to Vice Chair. Suzy provided brief introductions and words of support for both Don and Sue.

Motion to approve Investment Committee Leadership:

Scott Bartley motion, Shirley Ward second, unanimous approval. M/S/P

b. FY22 Committees and Composition - Teresa Norton

Teresa reviewed the FY23 chart of Board committees (that was sent in advance of the meeting). There were no questions or suggested changes.

Motion to approve FY22 Committees and Composition:

Steve Page motion, Bill Traverso second, unanimous approval. M/S/P

c. Unrestricted Gift Policy - J Mullineaux

J presented a new policy for unrestricted estate gifts allowing the Board discretion to allocate up to \$25,000 of an unrestricted gift to the operating budget of the Foundation and/or allocate the funds to current needs at the College, with the remainder to be allocated to the SRJC Foundation Operating Endowment to be established in 2022.

Motion to approve Unrestricted Gift Policy:

Shirley Ward motion, Kris Shear second, unanimous approval. M/S/P

6) SRJC President's Update - Kate Jolley

Dr. Frank Chong could not be present at the board meeting so the president's report was given by Kate Jolley. During the accreditation process, SRJC received commendations for supporting our students. The accreditation did raise a few concerns about student learning outcomes and how they are incorporated into the class syllabus. Several questions regarding the reopening of campus were asked and answered.

7) Philanthropy and Community Engagement

a. FY22 Contributed Revenue - J Mullineaux

We had set a goal of \$8 million dollars which was an improvement over last and we managed to exceed that goal in raising \$9.5 million in contributed revenue for FY22.

b. Strategic Plan Update - J Mullineaux

J highlighted a few achievements, particularly in board diversity, recent community events, and the participation of the board. J also outlined the changes to the end-of-year giving campaigns, the new SJRC Branding, and our new online giving platform. The President's Address and the Shone Farm 50th Anniversary events received a lot of positive feedback. The new 3% support fee for donations has been put into effect but has not received much feedback yet.

c. Metrics - Breanne Beseda

J outlined the metrics that drive the fundraising element of the strategic plan and Breanne spoke to the marketing metrics. The number of donors to the Foundation has remained stable, and the amount given by each donor has gone up. The number of Eblasts sent out by the Foundation has been the same and the open rates have increased. Our Direct mail pieces sent have also increased (if you remove the extra mail sent out because of the Blackbaud data breach last year). For events, we have been relatively successful raising funds and finding sponsors in comparison to last year.

8) Comments on Foundation Written Reports - J Mullineaux

a. Executive Director, Philanthropy Director, and Community Engagement Reports

No comments on written reports.

9) Trust Committee Reports - Chairs

a. Ag Trust Committee - *none*

b. Bear Cub Athletic Trust Committee - Jim Ward

Jim Ward is the new Chair of the BCAT committee. He took this opportunity to introduce himself to the Foundation Board of Directors and explain his commitment and history to the SRJC athletics program. The BCAT Golf Tournament is happening on October 7th and registration is open on the Foundation website.

c. Petaluma Campus Trust Committee - Maggie Fishman

The Friends of Petaluma Campus Trust is very excited to bring on their new Chair Monty Sullivan and they are holding a fundraising event on campus on September 24th. The event is a celebration of the new facilities and programs on the Petaluma campus. Tickets and sponsorships are available online.

10) Other Business - J Mullineaux

Parking passes will be distributed to board members before the next board meeting that will be held on campus.

11) Adjourn

The meeting was called to adjourned at 5:50pm