



MINUTES
San José/Evergreen Community College District Foundation
BOARD OF DIRECTORS MEETING
12:00 p.m., July 23, 2009
San José City College Tech Center, Room T-120

Directors Present: Jeff Fischer, Autumn Gutierrez, Pritpal Singh, Barbara Avery, Carl Cilker, Lucy Chacon, Balbir Dhillon, Frank Greene, Rosa Perez, Jeanine Hawk, José Palma

Directors Absent: Ashley Howell, Neil Struthers, Alex Torres, Randy Okamura

Also Present: Carole Cassidy

I. Call to Order

President Fischer called the meeting to order at 12:15. He welcomed new board member José Palma and explained that Chancellor Pérez and Vice Chancellor Jeanine Hawk would be late due to a budget meeting at the District Office.

II. Approval of Minutes

Ms. Gutierrez moved to approve the minutes of May 28, 2009; Ms. Chacon seconded and the motion passed.

III. Executive Director's Report

Ms. Cassidy began her report by demonstrating the new website, which she expects to be posted online within the next two weeks following the resolution of minor banking issues that arose last week. There were a number of suggestions from the board on how it could be improved. Mr. Greene felt that incorporating a Foundation vision that is in synch with the District vision statement would provide incentive for donors. Ms. Avery inquired about how visitors would be driven to the site. Ms. Cassidy responded that visitors would almost certainly be individuals who already had an interest in the colleges and that she had gotten permission to place the "Donate Now" links on the home pages of the district and both colleges to keep visitors from having to search for the opportunity to give.

Ms. Gutierrez suggested adding the Foundation logo to the "Donate Now" buttons and also wanted to see them mirror the District vision principles. She also suggested developing a menu with specific detail on what a gift of a certain size could do. Ms. Cassidy walked the board members through the remaining segments of the new website, including alumni data collection forms, and noted that some information was already out of date and would be edited before the site is live.

There was a brief discussion on whether or not there were regional sites available where our site could be listed alongside other nonprofits, but no one had definitive information other than Guidestar and Charity Navigator. It may also be possible to list the Foundation as a United Way affiliate agency and/or to join the Santa Clara County Council of Nonprofits. Ms. Cassidy will investigate.

Continuing her report, Ms. Cassidy moved to her proposed goals and work plan for the first three quarters of FY10. She has been researching and writing letters of inquiry and proposals to corporations and foundations and recently received word of a \$50,000 grant for nursing scholarships from the Health Trust. She noted that heavy workloads made it difficult to obtain collaboration from faculty to provide their specialized content knowledge. There was a brief discussion on how to inspire faculty. The chancellor felt that more could be done to create a "perception of abundance," in part by communicating successes like the Health Trust grant and the very substantial grants obtained by Workforce Institute staff.

Ms. Avery had the pleasure of meeting Secretary of Education Arnie Duncan recently and was inspired by his belief in the role of community colleges. Ms. Gutierrez suggested that a faculty grants committee might be useful in prioritizing needs and designating appropriate principal investigators.

In response to an endorsement of social networking by Ms. Gutierrez, Ms. Cassidy mentioned a workshop she had just attended and her interest in building relationships with alumni using these new technologies. Twitter and Classmates.com were also mentioned, along with Family Giving Tree. Many of these efforts could be accomplished by volunteers. Ms. Gutierrez went on to suggest that board fund raising could encompass more than direct solicitations, such as asking friends and family to make gifts in honor of a birthday or anniversary.

Ms. Cassidy concluded her report by suggesting that the board develop policies on whistleblowers, retention/destruction of documents, and conflict of interest, since the new IRS 990 forms had check-off boxes for these policies and information would therefore flow onto site such as Guidestar, where they could be used to judge how well organized we are.

IV. Proposed 2009-2010 Budget

Ms. Cassidy next presented the proposed 2009-2010 budget, pointing out that figures in the Revenue portion were conservative vs. the unaudited actual figures for 2008-2009, thus resulting in a negative figure of revenue vs. expenses. Mr. Palma moved to accept the budget; Mr. Dhillon seconded and the motion passed.

Mr. Cilker made a motion to move \$200,000 from the unrestricted fund into a board-designated scholarship fund. Ms. Hawk pointed out that specifying this for scholarships might preclude its use for program development. Ms. Avery seconded Mr. Cilker's motion and the motion passed.

V. Chancellor's Comments

Chancellor Pérez briefly discussed the significant efforts put forth by the Workforce Institute to obtain newly available federal funds. A recent grant to the District of \$380,000 has been obtained, plus a \$200,000 grant for global studies in partnership with Eastside Union High

School District and Franklin McKinley. She also noted the exciting week-long festival planned around the opening of the new Evergreen Center for the Arts in the fall. The ribbon cutting will be held at 9:15 a.m. and the Foundation board is invited to attend. Ms. Cassidy is working with President Coon to obtain sponsorships to cover the costs.

VI. Treasurer's Report

Ms. Hawk reviewed the Statement of Year-to-Date Income and Expenses for the board, noting that Net Income is up 207% over 2007-2008, a very positive outcome, especially considering that interest earned on accounts at the Santa Clara County Office of Education were expected to decline from \$65,900 last year to an estimated \$37,000 this year. She went on to explain that the restricted income category in the year just concluded included \$39,600 in new scholarships and Chancellor's Circle donations. Unrestricted expenses include the fall donor acquisition costs. Mr. Dhillon moved to approve the statements; Mr. Palma seconded and the motion passed.

VII. Adjustment of Fees charged on Foundation Accounts.

Tabled.

VIII. Foundation Grant Schedule

Tabled.

At this point, Mr. Greene shared his recent experience at a conference organized around the national Gear Up program, which serves some 700,000 low-income students, many who are Hispanic or African American. Mr. Greene discussed the need for appropriate skills in the 21st century economy, particularly the ideas of Tony Wagner, a professor in education at Harvard, related to the global achievement gap in education. He suggested further that our colleges need to look for real-world programs and search for grants that can allow us to close the achievement gap

The chancellor agreed, noting that there is a lot of investment in research, but that investments need to filter down to real world education settings like community colleges who will train the workers.

Mr. Fischer thanked Mr. Greene for sharing his thoughts. He asked the board to actively seek and recruit new members. Mr. Greene suggested that the chancellor and Ms. Cassidy work together to develop a Foundation vision.

Ms. Cassidy will reschedule the September board meeting, since the 24th conflicts with the ribbon-cutting for the EVC arts center. Ms. Avery moved to adjourn the meeting; Mr. Greene seconded and the motion passed.

Respectfully submitted,

Jeanine Hawk, Secretary/Treasurer