



Minutes
San José/Evergreen Community College Foundation
Board of Directors Meeting
September 25, 2008, 12:00 p.m.
Room T-120, Technology Center
San Jose City College

Directors Present: Jeff Fischer, Frank Greene, Olga Martin Steele,
Randy Okamura, Monica Zent, Carl Cilker, Richard Tanaka,
Rosa Perez, Ron Root

Directors Absent: Barbara Avery, Teresa Alvarado, Neil Struthers

Also Present: Michael Burke, David Wain Coon, Carole Cassidy, Barbara
Rodriguez, Denise Willis

I. Call to Order

President Fischer called the meeting to order at 12:20 p.m. There were no public comments.

II. Approval of Minutes

The Board approved the Minutes of the Foundation Board of Directors' meeting dated July 24, 2008.

III. Introduction of guests

Jeff Fischer introduced San Jose City College President Michael Burke, Evergreen Valley College President David Wain Coon and Foundation Assistant Barbara Rodriguez

IV. Chancellor's Comments

Chancellor Perez noted that enrollment at both colleges is up more than 10% this fall. She discussed her work with Carole Cassidy on building the Foundation from the ground up. She also reported on various meetings with current and potential funders. Dr. Perez has been working with the staff of the Andy and Eva Grove Foundation, which provides a large number of workforce training scholarships at both colleges each year. Andy Grove is especially interested in the district-wide effort to examine why more students do not enroll in college and/or do not succeed to the degree desired. Chancellor Perez emphasized that, as much

as students need scholarships, they won't succeed without support services. In fact, she felt, it could be regarded as unethical to give low income people a check and expect them to succeed without additional support. An emerging priority in that regard is working with K-12 systems in the District to determine and provide the kind of early experience that sets the expectation of college and a successful career. Staff is working with Eastside Union and San Jose Unified High School Districts on appropriate joint programming options.

The Chancellor reported on a meeting organized by Trustee Ron Lind with labor organizations who have expressed an interest in providing scholarship support for undocumented students. At the meeting, several students relayed their stories and the issues they face due to not being eligible for state or federal financial aid.

Other recent meetings related to Foundation goals include the College Access Foundation, which is considering our colleges as a pilot project for expanding their scholarship programs to community colleges statewide. Further, she has met with the presidents of UC Berkeley and San Jose State to discuss articulation programs.

Progress is being made on developing the San Jose Promise concept. Specifically, the Chancellor has established a matriculation team that is working with a Grove Foundation-funded consultant to examine district student services in connection with the Promise and the Grove scholarships. She will bring another progress report to the November Foundation board meeting.

Chancellor Perez thanked Ron Root for his work on identifying excess bookstore reserve funds which were transferred to the Foundation to be used for student benefit. One project established over the last two years is the establishment of lending libraries and book grants on each campus for students who cannot afford to buy books.

V. Foundation Vision

Ms. Cassidy distributed copies of an early draft of the District vision statement and samples of vision and mission statements from other organizations. It was agreed that Ms. Cassidy and Directors Frank Greene and Olga Martin Steele would meet with the chancellor to draft a Foundation vision statement to be based on the vision statement being developed for the District as a whole and present their draft in November for further discussion. It was agreed that the vision statement should be clear and not too long.

Comments from directors included the need for a statement that is clear, not cryptic and that inspires and expresses enthusiasm for helping our students. Mr. Root felt that the two key elements to express were removing barriers to student access and ~~increasing~~ success.

VI. Executive Director's Report

Ms. Cassidy mentioned some of the efforts that have been made to establish appropriate Foundation procedures and responsibilities. With regard to scholarships, she has offered to relieve the financial aid workload by accepting responsibility for scholarship donor contacts. She discussed the process for the two components of the fall Annual Fund mailing. With design assistance from the talented EVC marketing director, a letter and brochure will be mailed to a purchased mailing list of high-value homes in the District using the mailing permit that has just been obtained. The second component is a mailing to faculty and staff campus addresses and will include the brochure along with a newly created payroll deduction form; this piece is being circulated to campus opinion leaders such as faculty senate and bargaining unit leaders for comment.

A contract is in process to hire an Event Planning and Corporate Relations consultant who has been determined to be inventive and tenacious. She has excellent references and has worked in education with Harper Junior College in Chicago, SJSU and the Illinois Institute of Technology, along with the Health Trust and the local Red Cross chapter.

Ms. Cassidy proposed a major community involvement festival entitled Kaleidoscope for next fall focusing on families and children. The concept is based on the rich cultural diversity of our District, with food and entertainment from a wide variety of ethnic student and community groups, as well as local businesses such as restaurants and art vendors. Nonprofit participation will also be sought, from the Red Cross and other organizations. If successful, Kaleidoscope is envisioned to be held at each college in alternate years. A side benefit will be to use festival sponsorships as a method of developing corporate relations.

Board support for Kaleidoscope was enthusiastic. Mr. Okamura emphasized that he views it as a break-even opportunity and does not expect the event to make a significant profit. Ms. Zent also endorsed Kaleidoscope and suggested that the Hispanic Foundation would make a good nonprofit partner.

Nobel Peace Prize Winner Rigoberta Menchu will visit Evergreen Valley College on October 21 and a Foundation-sponsored coffee has been scheduled from 9:00-10:30 am at the home of Rigo and Lucy Chacon. Board members were encouraged to attend. A minimum donation of \$100 includes her signed autobiography. This is the first of what Ms. Cassidy hopes to be a series of cultivation events.

Ms. Cassidy has also been busy building relationships with meetings including the District Council, the SJCC College Planning Council, the Business Journal Corporate Philanthropy Awards, an Association of Fundraising Professionals meeting and a Health Trust-sponsored reception welcoming the San Francisco based Women's Initiative to the South Bay.

In addition, she reported on efforts to build the Foundation database by including Workforce Advisory Committee members and on three letters of intent submitted as the initial steps of proposals for endowment support to be matched by the Osher Foundation.

VII. SJCC Presentation

SJCC President Michael Burke introduced himself and gave a brief summary of his background, which includes many years of foundation and fund raising activity at community colleges across the country, most recently in Texas and Idaho as faculty member, dean, vice president and president. He presented his vision for San Jose City College based on “inspiring success, one student at a time” with a Power Point showing the faces of San Jose City College and stories of the many students shown. He talked about the hardships of Chang and Jack Kent Cooke Scholarship winners and about alumna Amy Tan. He also highlighted rewarding programs such as Kindercaminata for kindergarten children, Summer Bridge for at risk youth and Biotech Bootcamp for Andrew Hill upper level students. All of these programs illustrate the efforts of both colleges to implement the philosophy of reaching into community K-12 schools to build the expectation of college after high school; all are inexpensive in terms of the returns and the numbers served, but all are unfunded as regular budget lines, requiring a process of ‘robbing Peter to pay Paul’ in order to assemble the needed dollars.

Ms. Cassidy suggested that she put together a ‘menu’ of such projects for which Foundation board members could seek funding with staff support.

VIII. Treasurer’s Report

Ron Root highlighted the \$47,000 in fall scholarships that have been distributed to date along with a number of book grants at Evergreen Valley College. He noted that the lending libraries now have approximately 10,000 books available and that an additional \$200,000 has been deposited into the Foundation for further student assistance. Mr. Okamura asked about the books purchased for the bookstores themselves and how much the district gets from their sale. Mr. Root replied that there was a 25% mark up which covers wages and other operating expenses. The profit is small at about 1-1.5%

The Board approved the Treasurer’s Report.

IX. Executive Director Signing Authority

Mr. Root explained the District’s policy on signing contracts. All contracts must eventually be approved the elected trustees, but the policy allows administrators at various levels to sign contracts within stated limits without prior approval. For example, the chancellor and vice chancellor can sign a contract for services (legal, personal, and service oriented) up to the full state limit; the controller and presidents can sign at a lower level and so on. As a result of negotiating to hire the event planner for the Foundation, it was realized that Ms. Cassidy should be

added to the list of authorized signers so as to have some leeway to sign contracts as well, based on the district policy limits. Mr. Root will propose an appropriate Foundation policy in this regard for consideration at the November board meeting.

X. Draft Gift Acceptance Policy

Ms. Cassidy asked the members to read the newly proposed Gift Acceptance Policy, which is modeled on policies from other foundations. This document is needed to communicate what types of gifts we want to accept as well as the procedures for accepting or declining them. It also incorporates appropriate legal requirements. Mr. Greene and others reiterated their desire not to spend time developing policies, but to move on to the real business of the Foundation. Ms. Cassidy agreed, but stressed that best practices do require a certain amount of policy setting in an organization that has so few already in place. Discussion was postponed until November.

XI. Draft Investment Policy

Mr. Root presented a draft investment policy. He emphasized the need to think long term and offered the draft as an example of good policy. No Investment Committee exists and no action is needed now.

XII. Adjournment

Mr. Fischer announced next meeting on November 20, 2008 at Evergreen Valley College in the Appi Mishra Room where the July meeting was held. The meeting was adjourned at 1:50 p.m.

Ronald Root
Secretary/Treasurer