

**Santiago Canyon College Foundation  
Board of Directors Regular Board Meeting**

January 5, 2017  
8:00 A.M. – 9:30 A.M.  
8045 E. Chapman Ave., Room E-107  
Orange, CA 92869

**Santiago Canyon College Foundation Mission Statement**

*The mission of the Santiago Canyon College Foundation is to sponsor various gift-giving opportunities, increase public awareness, and participate in campaigns needed to provide for the scholarships, programs, and capital needs of the College.*

**AGENDA**

**1.0 PROCEDURAL MATTERS**

**1.1. Call to Order**

**1.2. Approval of Additions or Corrections to Agenda**

**1.3. Approval of Minutes – Regular Board Meeting – October 13, 2016**

**1.4. Approval of Consent Calendar**

**1.4.1.** Financial Statements for October and November, 2016 not available at this time due to accountant vacancy

**1.4.2.** In-Kind Gifts

**1.5. Public Comments**

**1.5.1** 2016 SCC Foundation Audit Report, Rick Alonzo, Certified Public Accountant Varinek, Trine, Day & Company

**1.5.2** Presentation by Veterans Service Office (VSO) Program, Elizabeth Bergara, VSO and Scholarship Program Coordinator

**2.0 REVIEW OF GENERAL ITEMS**

**2.1 Action/New Business**

**2.1.1** Julie Holt Resignation, December 31, 2016

**2.1.2** 2016 SCC Foundation Board Retreat Follow-up Action Items (see attachment)

**3.0 INFORMATIONAL ITEMS & ORAL REPORTS**

**3.1 College Interim President's Report – John Hernandez**

**3.2 Board President's Report – Larry Cohn**

**3.3 Foundation Interim Director's Report – Karen Bustamante**

**3.4 Foundation Board Committee Reports**

**3.4.1** Executive Board Committee – Larry Cohn  
**Committee Meets 4:00-5:30, Room E-107**

**Spring 2017 Meeting Dates**

January 26, 2017

February 23, 2017

March 23, 2017

April 27, 2017

May 18, 2017 (third Wednesday)

June 22, 2017

**3.4.2 Investment Committee – Bill Underwood**

**3.4.3 Marketing & Outreach Committee – Michelle Scolaro**

**3.4.4 Alumni Committee – Denise Sonnenberg**

**4.0 ADJOURNMENT** – The meeting adjourned at 9:30 a.m. The next **REGULAR** meeting of the SCC Foundation Board of Directors will be held on April 6, 2017, 8:00 a.m. to 9:30 a.m. in E-107 Conference Room.

**CALENDAR OF EVENTS**

- Community Science Night – Friday, March 17, 2017, 6:00 p.m. – 8:00 p.m., SCC Campus
- Shakespeare in the Park – Thursday, April 20, 2017 from 5:00 – 9:00 pm
- Hawks 17<sup>th</sup> Annual Golf Tournament – Friday, April 21, 2017, 10:00 a.m., Tustin Ranch Golf Club
- Scholarship Donor Reception – Thursday, May 25, 2017, 4:00 p.m., Library
- Scholarship Ceremony – Thursday, May 25, 2017, 5:30 p.m., Strenger Plaza
- Student Art Exhibition – Thursday, May 25, 2017, 6:30 p.m., Library

**Santiago Canyon College Foundation  
Board of Directors Regular Board Meeting**

October 13, 2016  
8:00 A.M. – 9:30 A.M.  
8045 E. Chapman Ave., Room E-107  
Orange, CA 92869

**Santiago Canyon College Foundation Mission Statement**

*The mission of the Santiago Canyon College Foundation is to sponsor various gift-giving opportunities, increase public awareness, and participate in campaigns needed to provide for the scholarships, programs, and capital needs of the College.*

**MINUTES**

**1.0 PROCEDURAL MATTERS**

**1.1 CALL TO ORDER**

The meeting was called to order at 8:10am.

**Board Members in Attendance:** Larry Cohn (departed at 8:50 am), Dr. Betty Cotton, Dr. Jim D'Agostino, Mary McMullin, Shelly Parsons (chaired meeting from 8:50 to 9:30 am), Michelle Scolaro, Craig Shipcott, Jared Miller, and Bill Underwood

**Ex-Officio Voting Members in Attendance:** Dr. John Hernandez, Karen Bustamante

**Staff in Attendance:** Denise Sonnenberg

**Guest:** Trinity Wallace-Ellis

**1.2 APPROVAL OF THE AGENDA**

No corrections or additions were required. Shelly Parsons moved to approve the agenda, Betty Cotton seconded and the motion was carried without dissent.

**1.3 APPROVAL OF THE MINUTES – July 7, 2016**

There were no corrections to the regular meeting minutes of July 7, 2016. Bill Underwood moved to approve the minutes, Craig Shipcott seconded and the motion was carried without dissent.

**1.4 APPROVAL OF CONSENT CALENDAR**

Financial Statements for June, July, August, and September 2016 were included. Bill Underwood moved to approve the Consent Calendar, Mary McMullin seconded and the motion was carried without dissent.

**1.5 PUBLIC COMMENTS**

Tiffany Wallace-Ellis gave a short talk about the Guardian Scholars Program at SCC. Since February the enrollment has gone from 15 former foster youth to 26 scholars under her direction. 200 former foster youth are on campus, with an additional 89 enrolled last semester. Students are in an "At Risk" category, with a high college drop-out rate. 70-80% express desire for college, and 3% get a BA, 1% receive graduate degrees. For every K-12 change in schools, foster students lose 6 months of educational growth compared to their peers. SCC program helps pay for work clothes, food, gift cards, books and educational

supplies that Student Equity Dollars do not cover. She also has worked with the Eddie Nash Foundation with a similar population. Trinity shared her contact information: SCC Room A-206, Email: [wallace\\_ellis\\_trinity@scccollege.edu](mailto:wallace_ellis_trinity@scccollege.edu)

## **2.0 REVIEW OF GENERAL ITEMS**

**2.1 Conflict of Interest Reporting Requirements** –Larry Cohn researched the California Fair Political Practices Commission (FPPC) requirements as they might apply to SCC Foundation Board members. After looking into a decision involving Butte College, he suggested, and the board concurred, that foundation board members are not required to fill out Form 700: “Statement of Economic Interests,” but will continue to fill out annually the Foundation’s “Conflict of Interest” form.

**2.2 Review of Authorized Persons and Enabling Resolutions for Corporation** – Bill Underwood made a motion to propose approving Karen Bustamante to act as the duly authorized person to make decisions regarding any Morgan Stanley transactions until such time as a clarification of the bylaws can be reviewed and decided by the Board. John Hernandez held this authority in the past in his position as Director of Advancement for SCC Foundation. Seconded by Jim D’Agostino. Motion carried without dissent.

**2.3 Report on CASE Conference for Community College Advancement** – Bill Underwood discussed his experience (his notes are included). He attended a session about benchmarks in high-performing college foundations. One of his questions was whether the Foundation has a MOU with Santiago Canyon College. Karen Bustamante and John Hernandez reported that it does exist and it is being reviewed and updated now by the District offices. An electronic copy will be distributed to Board members. Mr. Underwood also discussed other traits of high-performing foundations: a minimum board annual donation amount, well-staffed offices, a revenue source from management fees, major gift program focus vs. scholarship focus, and consistent leadership from both college president and foundation director. He also noted that many colleges are moving away from staff-run events and toward volunteer-run events. He learned about the TripleA Board model (Ambassador, Advocate, Asker). And he suggested that all board members should know the mission of the college and the foundation. Karen Bustamante also gave a short report (her notes are attached). She noted that CASE promotes a strong correlation between higher staff size and foundation income. She also highlighted a keynote speech that discussed the importance of understanding a donor’s objections to giving a gift and how to overcome those objections by understanding the donor’s interests. The next CASE conference will be held in Anaheim October 12-14, 2017. Because of the proximity of the conference to Orange, Ms. Bustamante hopes to send more board members next year.

## **3.0 INFORMATIONAL ITEMS & ORAL REPORTS**

### **3.1 College Interim President’s Report – John Hernandez**

Dr. Hernandez provided an enrollment update. SCC enrollment is -0.7% from last year, and -3.0% from target. It is hoped that late-start classes, 70% of which are a hybrid of online and on campus courses, along with intersession courses, will bring this number up. Statewide enrollment at community colleges according to a survey:

- 20% Flat
- 38% Down slightly 1-3%

- 15% Down significantly 4% or more
- 4% Up 10% or more
- 15% Up minimally

Most of the growth in enrollment is happening in the Inland Empire. RSCCD will not see growth until 2020 when the 1,180 Santiago Hill Irvine Company development is completed.

### **3.2 Board President's Report – Larry Cohn**

Given the time requirements, Ms. Parsons deferred to other reports.

### **3.3 Interim Executive Director, Foundation Report – Karen Bustamante**

Ms. Bustamante formally welcomed Denise Sonnenberg, Interim Development Coordinator. Julie Restivo is doing well and scheduled to return the day after Thanksgiving vacation. Ms. Bustamante also gave an update on President's Circle launch. In discussions with former president John Weispfenning and Interim President John Hernandez, a draft outline has been established. Ms. Bustamante will forward it to the board for comment. Mr. Underwood stated that the pending Villa Park Ambassadors program will complement the PC program. She also reported that three bronze sculptures are currently being commissioned by a donor: Sally Ride, Dolores Huerta and Frederick Douglass and the bronze sculpture project.

Ms. Bustamante also gave a summary of gifts and appeals:

- Food Pantry has a soft opening scheduled for November – have a list of needs that has been passed around
- Year-end appeal goes out November 15
- Fundraising campaign for Model UN – need to raise \$5500
- Spring Appeal netted \$1730
- Annual Report soft appeal netted \$110 so far
- OC Auto Show fundraiser - \$48
- \$2,500 for Buy-the-Book Grants from Orange Community Foundation for spring
- Pending grant from SCE for \$25,000 (\$20,000 for STEM, \$5,000 for Model UN)
- Thanks to Mary McMullin who identified several possible grant opportunities for foundation projects.

### **3.4 Foundation Board Committee Reports**

#### **3.4.1 Executive Board – Larry Cohn**

On behalf of the executive committee and in the interests of time, Ms. Parsons stated that many items discussed by the EC were covered in upcoming committee reports.

#### **3.4.2 Investment Committee – Bill Underwood**

Mr. Underwood distributed written notes about additional SCCF Investment Committee plans for Fall, Winter, and Spring.

The investment committee has reviewed the recent financial statements with SCC accountant Raul Gonzalez.

### **3.4.3 Marketing & Outreach Committee – Michelle Scolaro**

The October 10 meeting of the committee went over the planning for a proposed event next August 2017 that would have food, entertainment, art, and beverages to be held on the campus grounds on a weekend afternoon. The proposed budget was discussed. The committee will attempt to finalize a budget to present to the next general board meeting in January. Board members as well as Interim SCC President Hernandez and Foundation staff were encouraged to complete and/or make edits/changes as needed to bios and quotes to assist in finalizing SCCF Board Bio outreach project so that completed package is available for November 3 retreat.

### **3.4.4 Alumni Committee – Karen Bustamante**

Ms. Bustamante announced that Interim Coordinator Denise Sonnenberg will serve as the chief liaison to the Alumni Engagement Committee. There is a meeting planned in late October, 2016.

**4.0 ADJOURNMENT** – The meeting adjourned at 9:30 a.m. The next **REGULAR** meeting of the SCC Foundation Board of Directors will be held on January 5, 2017, 8:00 a.m. to 9:30 a.m. in E-107 Conference Room.

## **CALENDAR OF EVENTS**

### **Santiago Canyon College Events**

- SCCF Retreat – Thursday, November 3, 2016, 3:30 p.m. to 8:30 p.m., Room H-209-5
- Holiday Showcase - Saturday, November 19, 2016, 4:00 p.m. & 7:00 p.m. Room H-106
- Community Science Night – Friday, March 24, 2017, 6:00 p.m. – 8:00 p.m., multiple venues on campus
- Shakespeare in the Park – Thursday, April 21, 2017, Strenger Plaza
- Hawks 17<sup>th</sup> Annual Golf Tournament – Friday, April 21, 2017, 10:00 a.m., Tustin Ranch Golf Club
- Scholarship Donor Reception – Thursday, May 25, 2017, 4:00 p.m., Library
- Scholarship Ceremony – Thursday, May 25, 2017, 5:30 p.m., Strenger Plaza
- Student Art Exhibition – Thursday, May 25, 2017, 6:30 p.m., Library & Art Gallery
- Commencement – Friday, June 9, 2017, 4:00 p.m., Strenger Plaza

### **City of Orange Partnership Events**

- Treats in the Streets Autumn Festival – Thursday, October 27, 2016, 4:00 p.m., Orange Plaza
- Veterans Day Tribute – Friday, November 11, 2016, 2:00 p.m., Veterans Memorial at Depot Park
- Tree Lighting Ceremony & Candlelight Choir Procession – Sunday, December 4, 2016, 3:30 p.m., Orange Plaza

### **Other Foundation Partners' Events**

- Community Foundation of Orange Field of Valor, November 6-11, 2016, Handy Park, 2143 E. Oakmont, Orange

**Santiago Canyon College Foundation**  
**In-Kind Gifts for Acceptance by Board of Directors**  
**January 5, 2017**  
**October 31, 2016 – December 31, 2016**

Date Received	Name of Donor	Description
11/8/16	Shelly Parsons/Dave Keller	Ibicomatic Mechanical Binding Machine (used) Paper cutter (used) Plastic binder spines (6 boxes) Cardboard covers (125 ct. dark blue) Clear covers (100 ct.) Scotch Binding System covers (20 ct.) Packing tape dispenser Heavy-Duty stapler 1 Plastic Heavy-Duty Sterilite 66 qt. bin 1 Plastic "Tuff Crate" 12 gallons

## **FOLLOW-UP RETREAT 2016 ACTION ITEMS – “CALL TO ACTION” WITH POINT PERSON/S ASSIGNMENTS TO DATE**

1. Goal for increasing the size of the Board was set at 4-6 within the next year, to account for attrition and still grow. Focus should be on specific geographic areas, particular industries that mirror college curriculum focus (including biotech, water utilities), demographic diversity, capacity and personal connections. **POINT PERSON/S: Executive Committee, with President as point person. Larry Cohn, Shelly Parsons, Bill Underwood, Craig Shipcott, Karen Bustamante.**
2. Reach out to existing donors...The board will identify 3-5 people whom they would like to cultivate. **POINT PERSON: Karen Bustamante**
3. Set up an orientation plan for new board members so all members have the same basic information, including an understanding of the process for bringing in new board members. **POINT PERSON/S: Michelle Scolaro and Dr. Betty Cotton**
4. Develop and promote a sustained giving program (monthly, repetitive giving.) **POINT PERSON/S: Shelly Parsons and Denise Sonnenberg**
5. Ask students who receive scholarships if they would supply contact information so that the donor could keep up with them, and develop other scholarship donor oriented outreach. **POINT PERSON: Bill Underwood with SCC Scholarship Office personnel**
6. Engage more with financial planners to promote the idea of planned giving to college programs (need to develop basic marketing material). **POINT PERSON/S: Craig Shipcott and Karen Bustamante**
7. Work with staff and SCCF Outreach Committee to increase participation in signature events, such as the golf tournament. **POINT PERSON/S: Larry Cohn, Jim D’Agostino**
8. Develop a list of talking points/questions to serve as reference for board members when making calls to thank donors. Members will email Denise at [sonnenberg\\_denise@sccccollege.edu](mailto:sonnenberg_denise@sccccollege.edu) by Monday, November 30. **POINT PERSON/S: Everyone**
9. Board members will make a pledge to share their experience with the college and/or the SCCF board once a week with someone new. At the board meetings one random attendee will share the results of this exercise. **POINT PERSON/S: Everyone**
10. Develop a list of campus cultivation opportunities to share with the Board by January 31<sup>st</sup>. **POINT PERSON/S: Mary McMullin, Karen Bustamante, and Denise Sonnenberg**