

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

Thursday, April 6, 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 the Agenda

1.3. Approval of the Minutes – Regular Board Meeting, January 5, 2017

1.4. Public Comments

1.4.1. Presentation by RSCCD Chancellor Raul Rodriguez and Assistant Vice Chancellor for Educational Service/RSCCD Foundation Director Enrique Perez on the RSCCD Foundation’s Focus and Projects

2.0 REVIEW OF GENERAL ITEMS

2.1 Action/New Business

2.1.1 Vote to approve Kyle Kneubuhl and Addison Adams for the SCC Foundation Board of Directors

2.1.2 Quarterly Financial Briefing

2.1.3 Tentative Budget for 2017-18

2.1.4 Discussion of Board Member Annual Philanthropic Expectations

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

3.4.2 Investment Committee – Bill Underwood

3.4.3 Marketing & Outreach Committee – Michelle Scolaro

3.4.4 Alumni Engagement Committee – Denise Sonnenberg

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

CALENDAR OF EVENTS

- Earth Day – Thursday, April 20, 2017 from 10:00 am – 2:00 p.m., Strenger Plaza
- Shakespeare in the Park – Thursday, April 20, 2017 from 5:00 – 9:00 pm
- Hawks 17th 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
- Commencement – Friday, June 9, 2017, 6:00 p.m., Strenger Plaza
- SCC Retiree Reception – Saturday, June 10, 2017, 3:00 p.m., Home of Mary and Kirk McMullin

2016-17 EXECUTIVE COMMITTEE MEETING DATES*

- April 27, 2017
- May 18, 2017 (third Wednesday)
- June 22, 2017

**All meetings take place in E-107, unless otherwise noted.*

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January 5, 2017

8:00 A.M. – 9:30 A.M.

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Orange, CA 92869

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MINUTES

1.0 PROCEDURAL MATTERS

1.1. Call to Order

The meeting was called to order at 8:03 a.m.

Board Members in Attendance: Larry Cohn, Mary McMullin, Michelle Scolaro, Craig Shipcott, Bill Underwood

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

Staff in Attendance: Julie Restivo, Denise Sonnenberg

Guests: Elizabeth Bergara, Steven Stenersen, Ken Fischer

1.2. Approval of Additions or Corrections to Agenda

No corrections or additions were required.

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

There were no corrections to the regular meeting minutes of October 13, 2016. Bill Underwood moved to approve the minutes, Craig Shipcott seconded and the motion was carried without dissent.

1.4. Approval of Consent Calendar

Bill Underwood moved to approve the Consent Calendar, Craig Shipcott seconded and the motion was carried without dissent.

1.5. Public Comments

1.5.1 2016 SCC Foundation Audit Report, Rick Alonzo, Certified Public Accountant Varinek, Trine, Day & Company – Rick Alonzo presented the report via phone. He reported that all information requested from foundation staff was presented in a timely and professional manner, and that no auditing disagreements were reported. Mr. Alonzo also reported that since the district requires a change of auditing companies every five years, this would be the last report from Varinek, Trine, Day & Company.

1.5.2 There was a presentation by Veterans Service Office (VSO) Program Coordinator Elizabeth Bergara. She gave an overview of VSO services. There are an estimated 150 veterans on campus, with 90 participating in the program. Two student veterans accompanied Ms. Bergara to the presentation and shared their experience. Mr. Steven Stenersen has been taking classes at SCC since 2015. He is the Vice President of the Veterans Club. He commented that the VSO office has been of help numerous times, not only with educational issues

but also with personal concerns. Ken Fisher has been taking classes since spring of 2016 and is the President of the Veterans Club, which has 6-8 active members. He was discharged from the military 30 years ago, but decided only recently to go back to college. He has found a sense of community and support through the VSO. It has been his “springboard” to get back in the community, be productive and give back. He thanked Ms. Bergara for being personally involved and for all of her support.

2.0 REVIEW OF GENERAL ITEMS

2.1 Action/New Business

2.1.1 Julie Holt Resignation, December 31, 2016 – Mary McMullin moved to approve the resignation of Julie Holt, Bill Underwood seconded and the motion was carried without dissent.

2.1.2 2016 SCC Foundation Board Retreat Follow-up Action Items (see attachment) – Karen Bustamante distributed the SCCF Retreat 2016 Action Items document, and discussed item #2. “Reaching Out to Donors.” Also distributed was a list of recent donors for “thank you calls” by board members. Bustamante also distributed a list of potential new or higher-level donors provided by a company called WealthEngine. She asked if board members would be willing to identify and cultivate 3-5 people on the list and report back in two weeks by calling or emailing them to gauge their interest in volunteer or philanthropic opportunities. This will be a discussion item at the next Executive Board meeting on January 26, 2017.

3.0 INFORMATIONAL ITEMS & ORAL REPORTS

3.1 College Interim President’s Report – Dr. John Hernandez

Dr. Hernandez provided the following updates:

- Spring 2017 Intersession Enrollment Update - Classes for the 4-week intersession begin January 9th. 75 sections are being offered (5 more than last year’s intersession). With a target of 237 FTES (Full-time Equivalent Students) the college is at 255. The fall student enrollment target was 3,141 FTES, but actual enrollment was slightly less at 3,001.
- On Tuesday, November 15th SCC’s annual **Family Night: Getting To Know SCC** was held. Approximately 200 parents and prospective students attended primarily from OUSD, Placentia/Yorba Linda USD, Tustin USD and Corona-Norco USD. A resource fair and “meet & greet” preceded the evening’s program. This program is a collaborative effort between Academic Affairs (English, math, and reading faculty) and Student Services (counseling; student success and equity; and outreach). A Spanish language program was included.
- On December 1st the SCC Art Gallery held its second **Alumni Show & Opening Reception**, with featured artists Maureen Martinez (currently enrolled at CSU Fullerton) and Michelle Erickson (enrolled at CSU Long Beach).
- On Friday, December 2nd, Interim President Hernandez welcomed approximately 100 counselors and school personnel at SCC’s **annual High School Counselor Breakfast**. The events allowed the college to highlight the following programs and services: co-curricular learning opportunities; dual enrollment; arts program; Early Welcome; athletics; strong workforce/CTE; transfer success center; STEM initiatives and our First Year Support Center.

- Despite inclement weather, a sizeable crowd watched the women's soccer team compete against Santa Barbara City College in the southern regional final at SCC on Saturday, November 26th. The Hawks season came to an abrupt end as rains lashed the field in a game that was halted for 30 minutes, mid-way through the first period due to lightning. By then, Santa Barbara had taken a 1-0 lead and SCC was unable to respond. In spite of the disappointment, the Lady Hawks finished the season with a truly outstanding record of 21 wins, 1 loss, and 1 tie as the Orange Empire Conference champions for the 13th consecutive year. Many thanks to Head Coach, Ian Woodhead, and Assistant Coaches, Chris Woolley, Lisa Hermen, Christy Medlin, and Chris Martinez, as well as our remarkable student-athletes.

3.2 Board President's Report – Larry Cohn

Mr. Cohn stated he has been impressed with the events he has attended on campus, the holiday music event and the new art gallery along with the artists. Community support is important and is spreading the word about SCC and the foundation.

3.3 Foundation Interim Director's Report – Karen Bustamante

Ms. Bustamante gave the following updates:

- Staffing Updates – Ms. Bustamante is serving on the SCC accountant hiring committee which met on January 3. The next meeting is scheduled for January 13 with interviews scheduled for January 23. The committee is hoping to have the new accountant on board by March 1, 2017. In addition, Julie Restivo will be retiring on February 28, 2017.
- Annual Giving and Scholarship Fundraising Updates – This year's unrestricted giving goal is \$15,000. To date \$6,377 has been raised as compared to \$9,579 same time last year, with a difference of \$2,830. As of January 4, scholarship fundraising is running ahead of last year with \$83,502 received as compared to \$56,534 last year. \$42,728 of the total is from the National Science Foundation for STEM scholars.
- Upcoming Fundraising Events and Appeals through June 30, 2017 –
 - The SCC Golf Tournament is scheduled for April 21, 2017. Board members are asked to promote this event.
 - President's Circle Program – Donors who have given \$500 or more in unrestricted funds in the last year will be invited to join the program.
 - The first "Planned Giving" mailing to retirees will be scheduled in the spring.
 - "I Heart OC" Giving Day – Date to be determined but was held in April last year.
 - Working on the Spring Annual Fund appeal.
- Cultivation Events through June 30, 2017
 - President's Circle "State of the College" Breakfast event is being planned for February.
 - Bronze Bust Dedication (Sally Ride, Dolores Huerta, Frederick Douglass) dates are in the planning stages. Pedestals are in place.
 - Spring Alumni Mixer is in the planning stages.
 - The first SCC Retiree reception was held in June last year. The 2nd reception is planned again in June 2017. Mary McMullin offered her home for the reception.

3.4 Foundation Board Committee Reports

3.4.1 Executive Board Committee – Larry Cohn

Because of time limitations, no report was given.

3.4.2 Investment Committee – Bill Underwood

Mr. Underwood reported that the committee has been reviewing investment performance since 1999 and, compared to benchmarks, the portfolio's performance has been subpar. The committee will be looking at other local community college foundations to see how SCC is doing in comparison. Jim Moos from Morgan Stanley will be attending the quarterly investment committee meetings to review investing guidelines and strategies. There was a suggestion to broaden the committee with non-board (non-voting) members.

3.4.3 Marketing & Outreach Committee – Michelle Scolaro

Ms. Scolaro reported that at the December 5, 2016 meeting the committee agreed to table an on-campus fall 2017 event that was in the planning stages. The committee will be reviewing the 10 "Call to Action Points" from the last retreat when they meet next. Meeting dates will be scheduled quarterly on the first Monday of the month. March 6, 2017 is the next meeting, A-107 from 4:00-5:30.

3.4.4 Alumni Engagement Committee – Denise Sonnenberg

Ms. Sonnenberg reported that the November 10, 2016 Alumni Mixer at 17th Street Grill was very successful with 18 in attendance. Kudos to Mary McMullin for reaching out to SCC faculty members who remain in contact with former students. Those that attended will be invited to the next committee meeting. Mary McMullin suggested that the committee set a goal, i.e. starting a capital campaign that would raise funds.

4.0 ADJOURNMENT – The meeting adjourned at 9:55 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 17th 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

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 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 31st. **POINT PERSON/S: Mary McMullin, Karen Bustamante, and Denise Sonnenberg**