

Crafton Hills College Foundation Board of Directors

Annual Meeting Minutes

September 18, 2014

Directors Present: David Raley, Sam Irwin, Michael Strong, Gloria Harrison, Betty Jo Wood, Cheryl Marshall, Joanna Averett, Cheryl Cox, Lillian Vasquez, Michelle Tinoco, Daniel Bahner, Mike Smith, Crystal Sultzbaugh

Absent: Don Nydam, Denise Allen, Robert Temple, Gordon Clopine, Donna Ferracone, William Lindsey, William Nassar, Tommi Ng

Staff Present: Michelle Riggs, Nicole Rodriquez, Donna Hoffmann, Rebeccah Warren-Marlatt

Staff Absent: Ericka Paddock

Guests: Liz Langenfeld

1. Call to Order and Opening Comments

President David Raley called the meeting to order at 3:00 p.m.

2. Approval of Minutes of June 19, 2014 - All

Cheryl Marshall moved to approve the minutes from June 19, 2014 as presented; the motion was seconded by Cheryl Cox and passed unanimously.

3. Reports

a) Liz Langenfeld – President’s Circle mini-grant presentation

Liz is a mini grant recipient and teaches basic skills English. Her mini-grant was used to create a custom workbook that students could write in which complements the textbook. Students can keep the workbook and work in groups, which makes them feel more included so they are more likely to be successful. Now students can return the unmarked textbook and keep the workbook to use for review in their next class. It has been accessible and highly effective. An instructor key was also created for time savings. The grant paid Dean Papas and Liz to create the workbook over the summer, since there was no time during the school year. She would like to post it

online for the tablet students as well. Liz passed around a copy for the Board to review.

b) Cheryl Marshall & Michelle Riggs – Presentation on Updated Plans, Goals, and Progress

Highlights:

- Alumni newsletter: we are working on code so we just have to plug in content and it will be sent electronically.
- We have 9,000 alumni records and have partnered with Brandman to clean those records for free.
- We have over 100 connections online through Facebook and LinkedIn and will continue increasing presence on social media.
- Alumni pins have been ordered to present at commencement – we'd love for Directors to come and help distribute.
- This week a letter went out to 290 alumni from respiratory care with updates, an invitation to the new building opening, and a donation response card.
- We received a \$49,000 grant from HEDCO to purchase structural firefighting gear. We need to raise an additional \$6,000 match. We are working with the academy to raise those funds but would love to hear any ideas from the Board as well. We will also will target alumni from that program.
- We'd like four additional President's Circle members by the end of the year. Our target was 25 and we have 21. Offering innovation mini grants to the campus is one of the ways we used President's Circle money. We also have special events for our President's Circle members such as the Aquatic Center preview party which was underwritten by Kitchell, Steinberg and AHBE.
- The Aquatic Celebration was in July. We had Olympians who autographed swim caps from Steinberg, held swim clinics, and unveiled a long course record board purchased by the city. The event was covered with \$1000 from Speedo.
- We are trying to connect with more service clubs. We'd like for you to be an ambassador for CHC when attending service club meetings and keep an eye out for fundraising possibilities within them. We'd love to speak at their normal meeting place or invite them here. We had Yucaipa Kiwanis here for a meeting, we'll have Yucaipa Rotary here soon and Redlands Sunrise is coming in April.

- The Retiree Brunch with campus tour was in August and we had 19 retirees attend. Our goal is to have this event once per year during spring break, then follow up with a letter twice per year to keep in touch.
- Campus tours are a good way to show off the campus. Small groups are very personal – we show guests around campus to see what they are interested in and end the tour with lunch. Directors were encouraged to come on a tour and help identify others to tour as well. Our next tour is October 10th.
- Congressman Paul Cook took a CHC tour and is trying to find funding for our Veterans Center.
- San Manuel attended a tour also. They gave CHC a grant for \$100k. \$90K of the grant was for student employment so they came to see and speak with the students. They would like to come back before June with more tribal members and expand the program.
- We'd like to add four directors over the next three years to fill in some gaps on the matrix. Please contact Michelle with any contacts you have that would be interested in participating.
- Michelle welcomed and gave bios of new Directors Daniel Bahner and Mike Smith.
- Bricks – our goal is to sell 100 bricks for the new Crafton Center; we've sold 13 so far. Flyers have gone out on campus and will go out at the harvest festival next weekend. Directors were challenged to buy a brick and sell three
- Legacy Society – members are those who put us in their estate plan for \$10k and above. There will be a beautiful recognition wall in the new building and we are looking for more participants. We have marketing materials but need Directors' expertise as to where to market. We are also working to identify those who have designated us already so we can include them on the wall.
- Scholarships – We have a large need for scholarships. We had 290 applications and only 125 to give out. One way to build and grow is through the Donor Scholar Reception where donors and recipients can meet. We received a \$3K donation at last year's event. Please come to our next event May 15th as all Directors are scholarship donors.

- Friends Luncheon will be November 20th from 12:00. It will be about an hour long and used as a stewardship event and friend raiser. Please come and bring a friend.
- Gala – our goal is \$100K. We are always looking for sponsors so please forward any ideas. We'd like all directors to attend and purchase a table of 10, as well as donate a gift basket valued at \$50. Our first gala planning meeting is October 7th and Directors are welcome to be on the committee. Please let Michelle know if you'd be willing to make phone calls to thank donors.
- Moves Management - please introduce us to people in your sphere of influence. We have a preliminary list of 25 - please help us review the list and reach out to those people or add people.
- Funding History – our funding has gone up over the years and we've been investing funds back into the campus. Michelle read a thank you letter from a scholarship recipient.

4. Consent Agenda

Sam Irwin moved to approve the following consent agenda; Gloria Harrison seconded the motion and it was approved unanimously.

- a) Document Retention Policy
- b) \$500 minimum award amount for Foundation-funded scholarships
- c) Add Citrus High School to Foundation High School Scholarships
- d) San Manuel ISEEK grant in the amount of \$100,000 to support student employment and student scholarships
- e) Add two Board Directors: Daniel Bahner and Mike Smith

5. Action Agenda

a) Mike Strong – Financial Report

Mike provided a color copy graph that summarizes the numbers in the Board packet. We have made some adjustments to the budget this year. We have three different categories of revenue, expenses and equity which are: unrestricted, temporarily restricted and permanently restricted. We need to increase scholarship donations to the best of our abilities so we can continue on an upward trend and keep those going.

In response to a question, Mike will research if the \$50K title V endowment that is restricted for 20 years is reflected anywhere and

report back. Mike will also see whether we can we use the interest earned or if it has to go back into the endowment.

A major change in the budget from the budget approved in June is that we built in expenses for San Manuel grant. In June we didn't know if we'd receive the \$100K and now we have.

The Merrill Lynch summary was distributed. We've moved some funds from money market accounts into investment accounts and had positive gains each month this year.

b) Consideration of Approval of Adjusted Budget for 2014-2015

Sam Irwin moved to approve the adjusted budget; Gloria Harrison seconded and motion carried.

6. Others

a) Bricks –

We are obtaining an artist's rendition of where bricks will be located and will update the flyers once it is received. We will also add the tax ID # to the flyers. Money from sales has been unrestricted unless the donor specifies. It was suggested that the Executive Committee should have more discussion on whether we should designate some of the funds to support specific areas (such as scholarships), allow donors to choose, or keep 100% unrestricted.

b) Director Help –

Please volunteer to make phone calls inviting people to events or call guests after an event to thank them. Gloria said that other foundations just give directors a list of phone calls to make.

We would like to increase Board engagement and participation.

c) Emailing of Board Packets -

For our next Board meeting, we will begin emailing the Board packets only with a Notice of Email instead of mailing hard copies. We will provide a hard copy agenda for everyone at the meeting. We will also email everyone an up-to-date Board member list.

7. Adjournment

Rebecca Warren-Marlatt moved to adjourn meeting; Michelle Tinoco seconded and motion carried.