

Crafton Hills College Foundation Board of Directors

Annual Meeting Minutes

December 4, 2014

Directors Present: David Raley, Sam Irwin, Michael Strong, Gloria Harrison, Betty Jo Wood, Cheryl Marshall, Cheryl Cox, Daniel Bahner, William Lindsey, William Nassar, Denise Allen

Absent: Don Nydam, Robert Temple, Gordon Clopine, Donna Ferracone, Tommi Ng, Joanna Averett, Lillian Vasquez, Michelle Tinoco, Mike Smith, Crystal Sultzbaugh

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

Staff Absent: Ericka Paddock

1. Call to Order and Opening Comments

President David Raley called the meeting to order at 3:15 p.m.

2. Approval of Minutes of September 18, 2014 - All

Daniel Bahner moved to approve the minutes from September 18, 2014 as presented; the motion was seconded by Bill Nassar and passed unanimously.

3. Reports

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

Highlights:

- **Alumni:** We sent out our first alumni newsletter in November. It was very successful and we were above industry average on the amount of people that opened and clicked through. The main interests were Brandman, construction, and the alumni success story. It also brought more people to our website. The newsletter will be sent out quarterly and we're collecting additional success stories for our website.
- **Cultivation - Friends Luncheon, campus tours, community outreach:**

Feedback on the Friends Luncheon - it was a great time of day and quick, the student speakers were very powerful and it would be a good idea to have them speak at the gala. Maybe we could put more emphasis on “how can you help” to the audience and send them a newsletter as well (such as the alumni newsletter). We could offer volunteer hours for students to help with the Foundation as well. Those students could speak or do the “ask” during events or make phone calls after the event. The luncheon also resulted in a brick purchase and new President’s Circle member.

- Stewardship –Scholar/Donor Recipient Reception, letters to scholarship donors, annual report:
 - Scholar/Donor Recipient Reception was held in October. We had about 60 attendees and we are hoping this event will grow. We’d love to have more Foundation Directors attend to fill in where we don’t have donor matches for the students. Attendees find this event very meaningful because donors get to meet the student they are helping and hear their story; and the students really want to thank someone in person.
 - We sent letters to scholarship donors informing them of their balances and asking if they would like to make any changes to, or increase in, their contributions.
 - Annual Report was sent out this fall.

Fundraising:

- Matching for HEDCO: We will receive \$49K from a private foundation to buy new protective gear for the fire cadets. The cadets are really helping with fundraising, but if you know anyone who would be interested in supporting the cause to help raise the \$6,000 for fire suits and equipment, please let me know. The Ramos family will be giving \$5k but we don’t have the checks yet. Sam Irwin reached out to the firefighters union in Redlands and thinks they will donate. We should reach out to CalFire in Yucaipa – Michelle will reach out to Ron Janssen, Yucaipa’s new Fire Chief. Someone who’s graduated from our program and is working in the community (Rialto, Ontario, San Bernardino, Redlands) would be a good prospect as well as AMR. We should select paramedic or fire as next

- alumni group mailing. Bill Nassar offered to speak with the Respiratory Care Department about the Foundation.
- Gala – the theme is “Students Rock Tour” and will have a casual atmosphere such as jeans and concert t-shirts. Our next Gala Committee meeting is January 13th if you would like to join.
 - Annual Appeal letters came in yesterday and David Raley will be sending those out next week.
 - President’s Circle: goal is 25 members and we have 22.
 - Buy a Brick - We’ve sold 13 and our goal is 100. So far, for our Board members, Donna Ferracone has sold three, Sam Irwin sold two, Lillian Vasquez sold two, and Cheryl Cox bought one.
 - Review strategic plan, goals, objectives:
 - Our goal is \$5 million. The average for community college foundations is \$4.6 million. \$5 million is achievable and sets us up to have interest and funding to reach some of our goals. It will, however, take time as we have a smaller staff than many other community college foundations, which is why we need Foundation help.
 - As an example, if we continue to raise \$300-380K in annual contributions and put half back into endowment and spend half, we can get to \$4.5 million in 10 years. This makes the assumption that we’ll get 6% interest on our investments; we’ve been getting over 8% recently.
 - Fundraising priorities: we can’t reach our goals with big events; we need to shift focus to grants, individual donors and corporate partners. We received grants from San Manuel, HEDCO and Edison. How do we increase those and tap into other foundations? We need Director’s help on good strategies for reaching out to donors and preparing proposals.
 - Major gifts: we need Foundation Directors’ help with strategies on preparing proposals and how to reach major gift prospects. We would like to create a subcommittee that helps reach out to our list of possible donors and assist in adding more to the list. Bill Nassar offered to help with our list and will try to schedule a lunch meeting with Gloria Harrison and people

from ESRI. Michelle will set up a meeting at Bill's office to brainstorm.

- Naming opportunities: "Buy a Brick" campaign is a start. Please help identify people who would like to purchase a brick for the new Crafton Center. We'd like have naming opportunities in all new building such as wings, labs, and classrooms.
- Current fundraising priorities are endowed scholarships, instructional equipment, student support, facilities-including Performing Arts Center that needs renovations, and athletics. We are working on a partnership with SBVC which helps them, if we provide more sports for women, and us to get an athletics program off the ground.
- We should identify a faculty champion, talking peer-to-peer with other faculty, about the Foundation and how they can and should help (payroll deduction, etc.).
- Planned giving: Our Legacy Wall is for people who give \$10K or more. One faculty member will already be on the wall and we are using that story. The Retiree Luncheon is also a good place to highlight the Legacy Society and we need financial planners in the room. We also need Foundation Directors with expertise to contact and follow up with donors who have expressed interest in legacy gifts. Billy Lindsey offered to help and consult. We need someone to go with Michelle and Cheryl to meetings with these potential donors; they can answer questions about the college and the Director can help with the financial information. Sam suggested that Billy, Bill, and Joanna give the Board training on first steps for contact in community. Maybe Billy, Bill and Joanna form a subcommittee and provide training for our March meeting. Billy will email Bill and Joanna, and Michelle should follow up with him next week. We have cards we've received from people interested in more information about planned giving right now and Billy offered to sit down with Michelle and Cheryl to make calls. We should give a quick, 15 minute estate planning pitch at the Retiree Luncheon (let guests know ahead of time).

- Scholarships: 80% are pass-through. We need to build our scholarship fund and need Directors' help on how to approach people to give endowments. We need \$10K to endow a \$500 annual scholarship, \$25K for a \$1,000 annual scholarship. Maybe we need a subcommittee for scholarships and have a policy. Gloria suggested sending reminders to existing donors who are working toward endowments to fund those accounts. The scholarship program needs to be defined and communicated to potential donors, including employees.
- Board Participation – next steps:
 - How do you want to help?
 - It is time to review the Foundation strategic plan.
 - Director's discussed forming sub-committees: Strategic planning, planned giving, scholarship, and possibly an athletics committee. Sam Irwin offered to lead the Strategic Planning Committee
 - Michelle and Cheryl will identify potential committees and contact Board members to serve on them.
 - It is important that the Foundation Director's answer the questions; what is important to you? What would you like to accomplish by serving on Board?

b) Mike Strong – Financial Report

- The Investment Committee met in September. We are trying to decide how much cash we need on hand. All CDs are \$804K – the committee is going to determine how much of this should be invested. We are preparing a statement of cash flow which we will discuss as a committee in January and bring recommendations to our next meeting.
- We reviewed the Merrill Lynch statements against our Investment Policy and we are pleased with it. Merrill Lynch will come to the next Investment Committee meeting to consult and review benchmarks.
- Outside consultants are not aware of any findings or changes we need to make based on our financial statements.

4. Action Agenda

a) Approval of Revised Scholarship Recipient Verification Form

Gloria Harrison moved to approve; Cheryl Cox seconded and motion carried.

b) Approval of Independent Accountants' Review Report

David Raley moved to approve; Gloria Harrison seconded and motion carried.

5. Others

- We should ask Smith Marion to be sponsors.
- The format of the "Income to the Foundation" report makes it unclear or difficult to understand. We are looking at different reporting tools for meetings.
- Gloria offered more materials from the COD workshop on foundation fundraising.
- Gloria suggested we create a subcommittee to revisit the roles & responsibilities of Foundation Directors and outline the expectations of time and resources (event attendance, meeting attendance, participation, donations, etc.). These requirements are what differentiates volunteers and friends of the college from Board Directors.

6. Adjournment

Denise Allen moved to adjourn meeting; Gloria Harrison seconded and motion carried.