



**Wednesday, January 27, 2010**

**Board of Directors Meeting**

**5:00 – 6:30 pm**

***District Board Room***

**Board Present:** Adams, Agbayani, Barram, Brandy, Greif, Krause, Korol, Levy, McKenna, Manwani-Bhagat, Miner, Midlock, Murphy, Neiman, Smithwick, Torgersen

**Board Absent:** Berghoff, Casas-Frier, Kernan, Kung, Seeley, Swift

**Staff Present:** Dirking, Ellison, Lyssenko, Woodworth

**Guest:** Ben Dubin

### **Minutes**

#### **Welcome & Introductions**

Manwani Bhagat

#### **Approval of Minutes**

Approved

#### **Finance Committee Report**

- Agbayani reported that a total of \$149K had been recovered through a review of interest and dividends posted to a holding account in 2002. \$40,000 of straight interest income will be placed into the FY10 operating budget. \$108,800 in income will be placed into the reserves.
- Agbayani handed out the Dashboard and reported that the Foundation has met 60% of its \$4.5 million revenue goal through December, and is under budget in its operating costs.
- Fox Ellison said that in comparison to prior years, the December revenue was lower. Individual giving is down, but a \$1.5 million Hewlett grant has helped our overall revenue goal.

#### **Board Meeting Enhancements**

- Manwani-Bhagat announced that Iris Korol has stepped down as Chair of the Board Development Committee and Sue Levy was taking her place as the new Chair. Thank you to Iris for her good work in that capacity.
- Manwani-Bhagat initiated a discussion about the frequency and format of the board meetings.
  - Job #1 is to focus on fundraising –
    - Reformulate the board agenda so it is action related. Use board meeting time to discuss connections to prospective donors.
    - Switch from bi-monthly to monthly meetings-with no meeting in July (effort will be made to make meetings 1 hour but for now they will remain 1 ½ hours)
- Neiman suggested a list of campus activities where board members could bring prospects and donors. President Murphy said he would work with Marketing and the Foundation to get a better master calendar of events together. President Miner suggested board members could subscribe to Foothill's e-Newsletter, Fusion for updates of campus activities.

### **Chancellor's Circle Report**

- Lyssenko reported that \$122K has been raised to-date toward our \$250K goal for FY10. Another \$36K is projected for spring renewals. The December renewal rate was very high.
- Torgersen explained a few of the strategies that will be used to raise the additional \$90K needed to reach the Chancellor's Circle goal.
  - Board members to review the list of lapsed Chancellor Circle Donors.
  - Board members can ask staff to organize campus tours for small groups of potential donors and tours can be adapted for donor interest.
  - Any board member can request a Chancellor's Circle orientation with Torgersen & Lyssenko.
  - Use the new Chancellor's arrival, Linda Thor, to attract and interest donors in the Chancellor's Circle.
- Torgersen reported that the long-planned educational forum with Kanter, Eshoo and Biden is still underway but that there has been no word from Biden's office. Efforts are now beginning to plan a forum including Linda Thor if Biden declines. Target date is late spring but not confirmed.
- Fox Ellison reported that the Foundation's first e-Newsletter, Education Matters, was sent in December to about 3000 alumni and about 400 community members and donors. It had a 20% open rate, which is considered to be very good. An editorial board has been created and production calendar is set. Systematic increases in recipient numbers is planned, with three more editions schedule for this year.

### **Mid-Year Donor Report**

- Fox Ellison handed out a donor list for the first half of FY10. She noted a few donors who typically give \$50K range dropped their giving to \$10K. The economy is improving, but it is donations in this dollar range that still remain the most impacted. The request was made to break out a donor category from \$2500 to \$4999.
- McKenna commented that she saw friends on the list that she didn't know who had given and suggested board members could ask friends to increase their giving to the Foundation.

### **Presidents' Reports**

#### **President's Report: De Anza**

- Murphy handed out a spreadsheet that listed De Anza funding priorities. These include:
  - Visual& Performing Arts Center
  - Institute for Community & Civic Engagement
  - Multicultural Center (slated as the beneficiary for this year's Night of Magic)
- Murphy reported classes are full and there is about 9000 students on waiting lists for the Winter Quarter.
- Murphy explained it was a difficult week at the colleges because potential layoff notices were sent out to affected employees. The proposed reductions threaten De Anza's ability to deliver the most basic services and listed as an example that De Anza is down to 4 custodians to cover the entire college campus.

### **President's Report: Foothill**

- Miner echoed Murphy's report saying that it was an extremely difficult week at Foothill as well.
- Miner passed out Foothill's Development Initiatives that included the program, the project goal and networking connections made. She hoped that board members could review and look for any possible connections they may have to potential funders.
- Miner announced the Foothill's 50<sup>th</sup> Commencement in June and that efforts were being made to reach out to the original graduating class. To date they already have 7 alums from class of 1960 who will come in June.

### **Chancellor's Report**

- Brandy reported that the District count of full-time equivalent students was quite high, and the colleges are serving 900 more students than it is being paid for by the state.
- Brandy explained that administrators have been talking to legislators about the colleges needs and despite the awareness, FY10/11's budget is looking grim. The flip side is that economists are committed to the long-term health of California and expect the state to eventually bounce back. The district just needs to weather the storm and continue to provide low-cost education. The Foundation's ability to provide this short-term bridge of funding is critical during this time.
- Fox Ellison reported that this meeting would be Brandy's last meeting as Interim Chancellor. She thanked him for his outstanding leadership and extraordinary generosity to the colleges.

### **Commission Reports**

#### **Foothill Commission:**

- Midlock reported that the 2010 Summer Gala is dated for July 25<sup>th</sup> and will feature "Anything Goes."
- Midlock asked the board to support the Lohman Theater's current production, "25<sup>th</sup> Putnam County Spelling Bee."

#### **De Anza Commission:**

- Greif reported the streamlined version of Night of Magic in the VPAC was truly a success, raising more than \$50K.
- Grief explained that the commission is trying to use Night of Magic as a way to showcase the outstanding student talent at De Anza.

***The meeting was adjourned at 6:25 pm in memory of Jack Euphrat who passed away on January 14, 2010. A card will be sent to his wife Marion letting her know that this took place.***

#### **NEXT BOARD MEETING:**

**February 24, 2010  
District Board Room**