

Ventura College Foundation
BOARD OF DIRECTORS MEETING
Wednesday, March 22, 2017, 5:00 p.m.
Ventura College Campus, MCW 312

MINUTES

A regular meeting of the Board of Directors of the above corporation was held on **Wednesday, March 22, 2017 at 5:00 p.m.** at the Ventura College Campus, MCW 312 in Ventura, CA. The purpose of this meeting was to conduct general business.

A quorum was declared present based on the presence of the following directors:

Directors Present (14):

Bob Beilin, Elena Brokaw, Greg Gillespie, Ruth Hemming, Kim Hoffmans, Tatiana Juarez, Alex Kolesnik, Nicole Kreutz, Michael Montoya, Rene Rodriguez, Norbert Tan, Eleanor Tillquist, George Tillquist, Rob van Nieuwburg

Directors Absent (8): Amy Cherot, Ken Collin, Aurora de la Selva, Ellyn Dembowski, Stephen Kipp, Matt LaVere, Donna Santo, Helen Yunker

VCF Staff in attendance: Anne King, Jaimee Hanna, Suzie O’Connell

CALL TO ORDER

Ventura College Foundation Board Chair Rob van Nieuwburg called the meeting to order at 5:03 p.m.

WELCOME

Mr. van Nieuwburg welcomed board members and wished George Tillquist a happy birthday.

APPROVAL OF ITEMS ON CONSENT AGENDA

- **MOTION:** Mr. van Nieuwburg moved that the Board of Directors approve the December 14, 2016 Board of Directors minutes. MSC.
- **MOTION:** Dr. Hemming moved that the Board of Directors approve Nicole Kreutz to the Ventura College Foundation Board of Directors. MSC.

STUDENT SPEAKER

Mr. Tan introduced student speaker, Samuel Ponce. Mr. Ponce grew up in Santa Paula in low-income housing. He did not focus much on his education because he never thought he could afford to go to college. Mr. Ponce’s psychology teacher at Santa Paula High School inspired him to pursue psychology as a career and continue his education. Mr. Ponce found out about the VC Promise from a counselor at school. His parents were supportive of his decision to go to college and relieved that the Promise would pay for the first year. At VC, Mr. Ponce has immersed himself in the opportunities and resources available to him including the First Year Experience Program, Extended Opportunity Programs and Services, and maintains leadership roles in many clubs on campus, as well as in the community. Mr. Ponce is pursuing a double major in psychology and political science and plans to pursue his PhD. He hopes to achieve a career with the federal government providing psychological services to those in need. Mr. Ponce feels that without the VC Promise, he would have the opportunity to pursue this dream. To him, the Promise was a second chance to succeed.

SPECIAL FUNDRAISING TOPIC

Mr. Tan introduced fundraising consultant, Berta Steele. Ms. Steele was first made aware of the VC Promise after attending Mr. Beilin's fundraising house party in June 2016. She admires the Foundation's work in making deep, personal connections with community members and donors. Ms. Steele asked the board to reflect on why they serve on this board, what their goals are for the foundation, and how to work toward achieving those goals. Ms. Steele instructed the board to understand the outcomes of the Ventura College Foundation's programs and share specifics with potential donors. She recommended each board member develop a short "elevator speech" with statistic examples that are meaningful and attention-grabbing. Ms. Steele also encouraged the board to make a commitment to share their passion for working with the Foundation with their circles of friends, family, colleagues, and neighbors by organizing a lunch or hosting a house party.

ITEMS REMOVED FROM CONSENT AGENDA

No items were removed from the consent agenda.

COMMITTEE, STAFF, AND ADMINISTRATIVE REPORTS

Board Chair: Mr. van Nieuwburg gave the report. The Foundation is currently soliciting event sponsorship. Mr. van Nieuwburg communicated Ms. Dembowski's challenge that each board member donates \$500 toward event sponsorship.

College President: Dr. Gillespie gave the report. Spring enrollment is similar to last academic year. This is encouraging given current trends indicate a decline in enrollment at community colleges. Currently, Ventura College is focusing on increasing enrollment while maintaining low operational costs. Dr. Gillespie shared that operations are difficult to fund, as most grants are program specific. Dr. Gillespie recently visited schools' manufacturing programs across the country with Peter Zierhut of Haas Automation. He learned that these programs are built with community relations and Foundation support. While Ventura College offers the basics of manufacturing, Dr. Gillespie envisions the program growing into an advanced training center with support from local manufacturing companies. On Friday, March 24th, Dr. Gillespie will speak on a panel of the County Agricultural Summit. He will report on the new transfer agriculture degrees available at Ventura College beginning fall 2017. Dr. Gillespie shared two goals from the Ventura College Master Plan; (1) to be one of the top five community colleges in the state within the next year and (2) to close equity gaps. Dr. Hoffmans commented that she is impressed with curriculum growth this year and the alignment of our degree programs with CSUs and universities. Dr. Hemming requested Dr. Gillespie give a presentation of the college's master plan to the board. This will help inform the board on how to best support the college. Mr. Rodriguez commended the college's focus on Career and Technical Education as a pathway for students to develop skills needed for a specific career.

Executive Director: Mr. Tan gave the report. On March 7th Mr. Tan gave an annual Foundation update at the District Board of Trustees meeting. In response, one trustee made a donation to Ventura College. The Foundation will award approximately 300 scholarships in the coming academic year. The Promise application is still open to graduating high school seniors. The Programs Committee meeting on March 16th focused on establishing a Veterans Promise program. This program would allow veterans to wait to start their GI Bill until they attend a four-year university. This program could also fill the gap for locally-based active duty military interested in pursuing an education. The Ventura College campus is hosting a Diversity and Culture Festival that will take place in April and is open to the community. Mr. Tan will forward details of the Festival to the board along with information about other campus events. The

Promise Celebration on March 23rd will honor Lester Tong's and other sustaining Promise donors. Mayerson Marketing and Public Relations project status highlights are on pages 11-12.

Program Sustainability: Ms. King gave the report. Fundraising highlights are on page 17. Staci Johnson and Doug Halter are each hosting Promise fundraising house parties in May. Foundation Ambassador efforts are focused on increasing faculty/staff giving. Examples include Sabrina Canola-Sanchez soliciting scholarship support from VC Santa Paula staff, Grant Jones assisting in hosting donors for a demonstration of the Visualization Center, and Liz Kraus and David Bransky hosting donor tours on campus. Ms. King thanked the board for considering gold and platinum level event sponsorship. Kipp Financial is hosting a second Retirement Strategies Seminar for Ventura College employees on March 24th as part of a cultivation effort with the campus community. Kipp Financial is offering reduced prices for Strategic Wealth Plans to all Ventura College employees and will donate proceeds back to the Foundation. Mr. Tan emphasized that Foundation staff is excited to host campus tours for anyone interested. Ms. King shared that Jeff Ferguson will be leaving a planned gift to benefit the Ventura College Art and Music Department. Ms. King reported that although loyal donors are increasing their annual donation amount, the Foundation is experiencing a decrease in overall number of donors. Next fiscal year's fundraising plan will include increased donor acquisition efforts. Currently, individual donor support makes up 83% of the Foundation's total dollars raised. This is important for sustainability, as it puts us in a position to rely minimally on company and granting foundation support. Ms. King noted that a third page has been added to the fundraising report to indicate multi-year pledges. Mr. van Nieuwburg shared that the Program Sustainability Committee is searching for a chair and asked that board members consider stepping in.

Finance: Mr. Kolesnik gave the report. The balance sheet is reported on page 23. Liabilities have increased from last year. Budget variances are reported on pages 24-25. Mr. Kolesnik reported that Market Place revenue is 1% lower than budget projections due to rainy days above what was anticipated. Market Place expenses are below budget projections by 4%. Mr. Tan noted that the second bullet point under E172 (page 25) should read, "A mid-year budget projection decrease of .4% has been calculated...".

Investment: Mr. Tan gave the report. The Foundation's Pool #1 Portfolio outperformed the NACUBO Endowment Study Benchmark of over 800 educational institutions by 6% over this past year. Additional highlights on pages 35-40. Mr. Tan reminded the board that the Foundation is always open to presentations from other investment companies. Ms. King shared that Payden & Rygel is a sponsor of the Scholarship Gala.

Nominating: Mr. Tan gave the report. Dr. Hoffmans and Ms. de la Selva attended a board orientation on February 3, 2017. A second orientation for new board members is currently being scheduled. The Nominating Committee is currently meeting with potential board member, Mike Orman, Chief Operating Officer and Executive Vice President of Ojai Community Bank. The Foundation is working with the college to set fundraising priorities which may include a capital campaign in the 100th anniversary of Ventura College. The Nominating Committee is growing the board with a future capital campaign in mind. Mr. van Nieuwburg noted that meeting attendance has been low and encouraged the board to make a greater effort to attend committee and full board meetings. Mr. Beilin requested that the Foundation provide more advanced notice and refrain from making last minute date and time adjustments to meetings.

GENERAL DISCUSSION AND OTHER TOPICS

Mr. Montoya asked what the next steps are for the Veteran Promise. Mr. Tan confirmed that Foundation staff met with Patty Mazuca from the VC Veterans Resource Center. Ms. Mazuca informed us of the need among veterans who do not want to use their GI Bill at Ventura College and Active Duty military that are attending school while locally-based. As a next step, the Foundation will meet with Ventura College Student Services and Financial Aid to help inform the application and awarding process. Mr. Tan confirmed that the goal is to launch the program in fall and that the first year pilot program will offer information regarding demand. Dr. Beilin asked if veterans must have joined the military immediately following high school graduation in order to be eligible for the Veteran Promise. Mr. Tan stated that these details will be discussed at the next Programs Committee meeting.

CLOSED SESSION

The board convened a closed session to discuss a report from the Personnel Committee.

ADJOURNMENT

There being no further business, the meeting was duly adjourned at 6:36pm.



Mike Montoya
Secretary, Board of Directors

May 26, 2017

Date

MINUTES TAKEN AND RECORDED BY JAIMEE HANNA.