



|           |   |  |                            |
|-----------|---|--|----------------------------|
| 5:05 p.m. | H | <b>DEI ADVISORY COMMITTEE</b>  | BEILIN/<br>CHEROT          |
| 5:15 p.m. | I | <b>INVESTMENT COMMITTEE</b>  | COLLIN                     |
| 5:20 p.m. | J | <b>GOVERNANCE COMMITTEE</b>  | VAN<br>NIEUWBURG           |
| 5:20 p.m. | H | <b><u>OTHER BUSINESS:</u></b> <ul style="list-style-type: none"> <li>▪ Board Chair – Report</li> <li>▪ College President - Report</li> <li>▪ Executive Director – Report <ul style="list-style-type: none"> <li>▪ Campaign Update</li> <li>▪ Board Member Meetings</li> <li>▪ Annual board forms</li> <li>▪ Sponsorship 150<sup>th</sup> Anniversary of Ventura County</li> <li>▪ Sponsorship VCCCD Retiree Association</li> <li>▪ Attending welcome reception for the new State Chancellor, Sacramento</li> <li>▪ CASE National Community College Advancement Conf.</li> <li>▪ Oxnard College Foundation Retreat</li> <li>▪ 40 Under 40 Pacific Coast Business Times-Gerry Pantoja Awarded</li> <li>▪ Staffing/Hiring Update</li> </ul> </li> </ul> | KREUTZ<br>HOFFMANS<br>KING |
| 6:00 p.m. | K | <b><u>ADJOURNMENT</u></b>  | KREUTZ                     |

#### **INFORMATIONAL ITEMS**

1. 8-23-2023 Q1 Executive Committee Agenda (p. 1-2)
2. 6-14-2023 Executive Committee Meeting Minutes (p. 3-5)
3. 9-6-2023 Full Board Meeting Agenda (p. 6-7)
4. 6-28-2023 Full Board Meeting Minutes (p. 8-11)
5. Scholarship and Grants Committee Meeting Minutes (pending)
6. Program Sustainability Committee Meeting Minutes (pending)
7. Q4 2022-2023 Fundraising Reports Reconciled
8. (p. 12-13)
9. Q1 2023-24 Planned Giving Report (p. 14-15)
10. Q1 2023-2024 PR & Social Media Report
11. (p. 16-26)
12. Finance Committee Meeting Minutes (pending)
13. Q4 2022-2023 Balance Sheet vs. Prior Year (pending)
14. Q4 2022-2023 Profit and Loss vs. Prior Year (pending)
15. Q4 2022-2023 Variance Report (pending)
16. 8-14-2023 Ad Hoc DEI Committee Minutes (p. 27-28)
17. Miracle Mile Advisors Investment Report (pending)

**Ventura College Foundation**  
**Executive Committee Meeting**  
Wednesday, June 14, 2023, 5:15 – 6:45pm  
MCW 312, Ventura College  
**Minutes**

Committee Members Present: Bob Beilin, Amy Cherot, Abra Flores, Anne Paul King, Mike Orman, Ed Summers, Rob van Nieuwburg

Mr. Orman, Board Treasurer called the meeting to order at 5:18 pm with a quorum confirmed by Ms. King.

Ms. Orman, per the Brown Act requirements, informed the Executive Committee that Vice Chair Kreutz had submitted an appropriate written request in advance to join the meeting virtually and called for a vote to approve her participation.

**Motion:** Approval for board member, Ms. Kreutz, to join the meeting virtually. Mr. van Nieuwburg moved, Dr. Beilin seconded. **MSC**

**CONSENT ITEMS FOR EXECUTIVE COMMITTEE**

**Motion:** Approve 1<sup>st</sup> and 3<sup>rd</sup> consent items in Executive Committee Meeting packet; Ms. King asked to pull 2<sup>nd</sup> item. Mr. van Nieuwburg moved, Dr. Beilin seconded. **MSC**

1. 3-23-2023 Executive Committee Minutes (p. 4-5)
3. 6-28-23 Full Board Agenda (p. 9-11)

Ms. King asked that the 4-6-2023 Full Board Meeting Minutes (p. 6-8) be amended to include the names of the board members authorized to be signers on our two new board authorized bank accounts as banks require copies of the minutes with this detail to open the new accounts.

**Motion:** Approve to amend the 4-6-2023 full board meeting minutes that authorize the opening of two new bank accounts to include the following language: “the authorized signers on the Montecito Bank and Trust accounts are Mr. Orman-Treasurer, Ms. Abra Flores-Secretary, Dr. Hoffmans-VC President, and Ms. King-Executive Director. The authorized signers on the Bank of the Sierra are Ms. Kruetz-Vice Chair, Ms. Abra Flores-Secretary, Dr. Hoffmans-VC President, and Ms. King, Executive Director.” Ms. King moved, Dr. Beilin seconded. **MSC**

**FULL BOARD MEETING CONSENT AGENDA**

**Motion:** Approve full-board meeting consent agenda. Mr. van Nieuwburg moved, Mr. Summers seconded. Dr. Beilin abstained. **MSC**

**FULL BOARD MEETING CONSENT AGENDA**

4. 5-11-23 Board Feasibility Study Report Meeting Minutes and Study (p. 12-22)
5. 5-2-23 Scholarships and Grants Committee Meeting Minutes (p. 23-25)
6. 4-11-2023 Program Sustainability Committee Meeting Minutes (p. 26-28)
7. 5-16-2023 Program Sustainability Committee Meeting Minutes (p. 29-30)
8. Q3 2022-2023 Fundraising Report (p. 31-34)
9. June 2023 Marketing & PR Reports (p. 35-45)
10. 3-21-23 Finance/Budget Committee Minutes (p. 46-47)
11. 6-7-23 Finance/Budget Committee Minutes (p. 48-49)
12. 3-31-23 Q3 Balance Sheet (p. 50-51)
13. 3-31-23 Q3 Profit & Loss vs. Budget Report (p. 53-55)
14. 3-31-23 Q3 Budget Variance Report (p. 56-57)
15. 5-25-23 Investment Committee Minutes (p. 60)
16. 5-22-23 Governance Committee Minutes (p. 84)

17. **Motion A:** Accept the March 31, 2023 financials and variance report as presented. (p. 50-57)
18. **Motion B:** Approve the 2023-24 budget as presented (p. 58-64)
19. **Motion C:** Accept 2021-22 Schedule of Commensurate Return as presented. (p. 66-67)
20. **Motion D:** Based on the legal opinion and recommendations provided by legal counsel, approve change of investment strategy of Pool 2, which holds the Martin Hansen Estate gift, to the board approved long-term growth strategies for Pool 1, where most foundation scholarship endowments are held. See attached legal opinion and recommendations dated 6-10-23 and the Hansen Estate documentation. (p. 76-94)

#### **2023-24 SLATE**

**Motion:** Recommendation that the full board approve the 2023-24 Slate of Officers, Committee Chairs and Directors of the Board; welcome new board members Lydia Mathews-Morales and 2023-34 ASVC President Mark Huff. Ms. Flores moved, Ms. Cherot seconded. **MSC**

#### **MAJOR FUNDRAISING CAMPAIGN**

**Motion:** Recommendation that the full board approve a major fundraising campaign as presented and recommended in the attached comprehensive capital campaign feasibility study, and accept the proposal to hire Netzel Grigsby & Associates as campaign counsel for this campaign, see attached proposal. (Separate attachment with packet). Mr. van Nieuwburg moved, Mr. Summers seconded. **MSC**

#### **SCHOLARSHIP & GRANTS COMMITTEE**

Ms. Cherot reported the scholarship awards ceremony was on Thurs, May 18<sup>th</sup>. Ms. Cherot plans to review the reader scoring rubric over the fall.

#### **PROGRAM SUSTAINABILITY**

Mr. Summers reported that we are waiting for \$25K in grant funds for the Promise to come in still. Banks have changed their granting requirements. Some require volunteers to consider funding now. Bank of the Sierra has a new Community Reinvestment Act officer and staff has a meeting set with them which is positive. Staff will engage more bank volunteers.

#### **MARKETPLACE**

Mr. van Nieuwburg reported that the annual vendor appreciation BBQ was last weekend and was a success. He and Ms. Kraus and her husband volunteered on behalf of the board along with staff to serve over 400 vendors and their workers. Ms. King said that she will offer this opportunity to all board members next year.

#### **FINANCE/BUDGET COMMITTEE**

Mr. Orman identified a typo to be fixed in the packet and reported that the committee recommends approval of the 2023-24 budget and Q3 financials.

#### **INVESTMENT COMMITTEE**

Ms. King reported our investment performance and referred to the report in the packet. Ms. King explained our estate attorney's, Mr. Mark Lester's, legal opinion regarding the change of Pool 2's investment strategy and that this documentation is in the packet. Mr. Summers reported that the committee recommended that the minimum donation to establish an endowment be moved from \$22,500 to \$25,000 and asked that the committee's recommendation be added to the full board agenda. Ms. King said she would do that.

#### **GOVERNANCE COMMITTEE**

Mr. van Nieuwburg reported that there was nothing more to report other than the work to create the slate that has been presented.

**DEI ADVISORY COMMITTEE**

Dr. Beilin said that there was no report at this time.

**BOARD CHAIR, PRESIDENT’S and EXECUTIVE DIRECTOR REPORTS**

Ms. Kreutz thanked Mr. Orman for running the meeting. Ms. King reported that she has no additional report at this time and Dr. Hoffmans would give her report at the full board meeting.

Mr. Orman adjourned the public session at 6:32pm.

**CLOSED SESSION-EXECUTIVE DIRECTOR’S ANNUAL REVIEW AND CONTRACT**

Mr. Orman opened the closed session at 6:33pm.

Ms. King summarized her self-assessment presented in the closed session packet and referred to Dr. Hoffman’s annual review of her performance, also in the packet, and identified where Ms. King’s and Dr. Hoffman’s assessments differed.

**MOTION:** Approve recommendation to the full board to enthusiastically accept Ms. King’s self-assessment, Dr. Hoffman’s review of Ms. King’s performance, and to approve Ms. King’s 2-year contract. Mr. van Nieuwburg moved, Dr. Beilin seconded, Ms. King abstained. **MSC**

The closed session was adjourned at 6:44 pm.

Mr. Orman opened the public session at 6:45 pm, reported on the language of the closed session motion and voting results.

The public meeting was adjourned at 6:47 pm.

*Minutes submitted by Anne Paul King.*

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Abra Flores, Secretary

Date



VENTURA COLLEGE FOUNDATION  
your dreams. our mission.

**BOARD OF DIRECTORS - Regular Meeting**  
Wednesday, September 6, 2023, 4:30 – 6:00pm  
Ventura College and Zoom Meeting Link  
(link will be inserted)

## AGENDA

- |           |   |        |
|-----------|---|--------|
| 4:30 p.m. | <b>A</b> <u><b>CALL TO ORDER</b></u>  | KREUTZ |
|           | <b>PUBLIC COMMENTS:</b> This is an opportunity for members of the public to address the Ventura College Foundation Board of Directors.  |        |
| 4:40 p.m. | <b>B</b> <b>WELCOME</b>   | KREUTZ |
| 4:45 p.m. | <b>C</b> <b>ITEMS ADDED OR CHANGED IN THE AGENDA SINCE CONSENT AGENDA WAS APPROVED BY THE EXECUTIVE COMMITTEE</b>   | KREUTZ |
|           | <ol style="list-style-type: none"> <li>1. Scholarship and Grants Committee Meeting Minutes</li> <li>2. Program Sustainability Committee Meeting Minutes</li> <li>3. Finance Committee Meeting Minutes</li> <li>4. Q4 2022-2023 Balance Sheet vs. Prior Year</li> <li>5. Q4 2022-2023 Profit and Loss vs. Prior Year</li> <li>6. Q4 2022-2023 Variance Report</li> </ol> |        |
| 4:50 p.m. | <b>D</b> <b>CONSENT AGENDA – Single action for approval of items listed below:</b>  | KREUTZ |
|           | <ol style="list-style-type: none"> <li>1. 6-28-2023 Full Board Meeting Minutes</li> <li>2. Q4 2022-2023 Fundraising Reports Reconciled</li> <li>3. Q1 2023-24 Planned Giving Report</li> <li>4. Q1 2023-2024 PR &amp; Social Media Report</li> <li>5. 8-14-2023 Ad Hoc DEI Committee Minutes</li> <li>6. Miracle Mile Advisors Investment Report</li> </ol>             |        |
| 4:55 p.m. | <b>E</b> <b>ITEMS REMOVED FROM THE CONSENT AGENDA FOR FURTHER DISCUSSION</b>  | KREUTZ |
| 5:00 p.m. | <b>F</b> <b>MISSION MOMENT: Student Story, Octavius Lincon</b>  | HARVEY |

### COMMITTEE REPORTS

- |           |  |                       |
|-----------|--|-----------------------|
| 5:05 p.m. | <b>G</b> <b>SCHOLARSHIP &amp; GRANTS COMMITTEE</b> | CHEROT                |
| 5:10 p.m. | <b>H</b> <b>PROGRAM SUSTAINABILITY</b>             | FLORES/KRAUS<br>/KING |
| 5:15 p.m. | <b>I</b> <b>FINANCE</b>                            | ORMAN                 |

|           |          |   |                   |
|-----------|----------|---|-------------------|
| 5:20 p.m. | <b>J</b> | <b>MARKETPLACE</b>  | VAN<br>NIEUWBURG  |
| 5:30 p.m. | <b>K</b> | <b>DEI COMMITTEE</b>  | BEILIN/<br>CHEROT |
| 5:40 p.m. | <b>L</b> | <b>INVESTMENT COMMITTEE</b>   | COLLIN            |
| 5:45 p.m. | <b>M</b> | <b>GOVERNANCE COMMITTEE</b>   | VAN<br>NIEUWBURG  |
| 5:50 p.m. | <b>N</b> | <b><u>OTHER BUSINESS</u></b>  | KREUTZ            |
|           | ➤        | Board Chair – Report  |                   |
|           | ▪        | Items approved on behalf of the board at 8-23-2023<br>Executive Committee Meeting |                   |
|           | ▪        | June 14, 2023 Executive Committee Meeting Minutes                                 |                   |
|           | ▪        | September 6, 2023 Full Board Meeting Agenda                                       | HOFFMANS          |
|           | ➤        | College President – Report  | HUFF              |
|           | ➤        | ASVC President - Report   | KING              |
|           | ➤        | Executive Director – Report   |                   |
| 6:30 p.m. | <b>O</b> | <b><u>ADJOURNMENT</u></b>   | KREUTZ            |

#### **INFORMATIONAL ITEMS**

1. 9-6-2023 Full Board Meeting Agenda
2. 6-14-2023 Executive Committee Meeting Minutes
3. 6-28-2023 Full Board Meeting Minutes
4. Scholarship and Grants Committee Meeting Minutes
5. Program Sustainability Committee Meeting Minutes
6. Q4 2022-2023 Fundraising Reports Reconciled
7. Q1 2023-24 Planned Giving Report
8. Q1 2023-2024 PR & Social Media Report
9. Finance Committee Meeting Minutes
10. Q4 2022-2023 Balance Sheet vs. Prior Year
11. Q4 2022-2023 Profit and Loss vs. Prior Year
12. Q4 2022-2023 Variance Report
13. 8-14-2023 Ad Hoc DEI Committee Minutes
14. Miracle Mile Advisors Investment Report
15. Q1 BOD 2022-23 Profile Matrix
16. VCF 2022-23 Board Committees
17. VCF Staff Organization Chart
18. Board Meeting and Event Schedule 2022-23

**Ventura College Foundation  
BOARD OF DIRECTORS MEETING**

Wednesday, June 28, 2023, 5:15 – 6:45pm  
Ventura College MCW 312

**MINUTES**

A regular meeting of the Board of Directors of the above corporation was held on **Wednesday, June 28, 2023, at 5:15 p.m.** 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) **Robert Beilin, Debe Bylo, Cathy Bojorquez, Ken Collin, Ellyn Dembowski, Mark Dufresne, Kim Hoffmans, Anne Paul King, Nicole Kreutz, Jill Lim, Mike Orman, Eleanor Tillquist, Harald Wulff, Rob van Nieuwburg**

Staff Present: Julie Harvey, Gerry Pantoja, Micsin Martinez, Esme Juarez

**CALL TO ORDER**

Board Vice Chair Nicole Kreutz called the meeting to order at 5:19 p.m. There were no public comments.

**WELCOME MEMBERS OF THE PUBLIC AND PUBLIC COMMENTS**

Mr. Casarez, father to student speaker, George Casarez, expressed that he is proud of his son and happy to be present.

**APPROVE CONSENT ITEMS SUBMITTED AFTER EXECUTIVE COMMITTEE REVIEW**

**MOTION:** Approve the consent items added after 6/14/23 Executive Committee meeting (all listed below). Mr. van Nieuwburg moved, Ms. Dembowski seconded. **MSC.**

1. 6-13-2023 Program Sustainability Committee Meeting Minutes (p. 4-5)

**APPROVAL OF CONSENT ITEMS**

**MOTION:** Approve the consent items recommended to the full board by the Executive Committee in a single motion (all listed below). Ms. King explained Motion D in the consent agenda. Mr. van Nieuwburg moved, Ms. Dembowski seconded. **MSC.**

2. 5-11-23 Board Feasibility Study Report Meeting Minutes (p. 11)
3. 5-11-23 Board Feasibility Study Report (p. 12-21)
4. 5-2-23 Scholarships and Grants Committee Meeting Minutes (p. 54-56)
5. 4-11-2023 Program Sustainability Committee Minutes (p. 57-59)
6. 5-16-2023 Program Sustainability Committee Minutes (p. 60-61)
7. Q3 2022-2023 Fundraising Report (p. 62-65)
8. June 2023 Marketing & PR Reports (p. 66-76)
9. 3-21-23 Finance/Budget Committee Minutes (p. 77-78)
10. 6-7-23 Finance/Budget Committee Minutes (p. 79-80)
11. 3-31-23 Q3 Balance Sheet (p. 81-82)
12. 3-31-23 Q3 Profit & Loss vs. Budget Report (p. 83-86)
13. 3-31-23 Q3 Budget Variance Report (p. 87-88)
14. 5-25-23 Investment Committee Minutes (p. 99)
15. 5-22-23 Governance Committee Minutes (p. 134)
16. Motion A: Accept the March 31, 2023 financials and variance report as presented. (p. 77-88)
17. Motion B: Approve the 2023-24 budget as presented (p. 89-96)
18. Motion C: Accept 2021-22 Schedule of Commensurate Return as presented. (p. 97-98)



19. Motion D: Based on the legal opinion and recommendations provided by legal counsel, approve change of investment strategy of Pool 2, which holds the Martin Hansen Estate gift, to the board approved long-term growth strategies for Pool 1, where most foundation scholarship endowments are held. See attached legal opinion and recommendations and the Hansen Estate documentation. (p. 115-133)

#### **RECOGNITION OF MARKETPLACE STAFF LEAD HUMBERTO GOMEZ FOR 20 YEARS OF SERVICE TO THE FOUNDATION**

Ms. King, Ms. Juarez and Mr. van Nieuwburg acknowledge the 20 years of service Sr. Gomez has given to the Ventura College Foundation Weekend Marketplace. He has been significant contributor to the success of the Marketplace, an important leader on the staff team, and an important colleague to supervisor Ms. Juarez. His efforts and commitment during COVID were critical to the Marketplace's capacity to stay compliant and open. Ms. King shared that Sr. Gomez was acknowledged at the Annual Vendor BBQ in front of 400 vendors and vendor workers as well as the entire foundation-marketplace staff teams. His certificate of appreciation and recognition was on display at this meeting.

#### **STUDENT SPEAKER-GEORGE CASAREZ**

Mr. Casarez shared his story of his challenging journey that led to his ultimate success at Ventura College and that led to his awarding of scholarship from the foundation in 2022 and 2023. This was the inspiring speech he gave at the 2023 VCF Scholarship Awards Ceremony and at the annual vendor thank you BBQ. The board members applauded his hard work; George answered questions from the board.

#### **APPROVAL OF THE 2023-24**

**Motion:** Approve the 2023-24 Slate of Officers, Committee Chairs and Directors of the Board, including welcoming new board members Lydia Mathews-Morales and 2023-34 ASVC President Mark Huff. Ms. Dembowski moved, Dr. Hoffmans seconded. **MSC.**

#### **NEW BOARD MEMBER CONGRATULATIONS AND SELF-INTRODUCTIONS**

Ms. Kreutz welcomed new board members Lydia Mathews-Morales and 2023-34 ASVC President Mark Huff who each introduced themselves.

#### **APPROVAL OF NEW ENDOWMENT FUNDING MINIMUM**

**Motion:** Approval to increase the minimum donation to establish an endowment to \$25,000 from the current minimum level of \$22,300. Mr. Orman moved, Ms. Dembowski seconded. **MSC**

#### **APPROVAL OF A MAJOR FUNDRAISING CAMPAIGN**

Ms. King asked the board to think big as this will enable significant growth in our support for student success. Ms. Kreutz thanked the staff and board committees for their work to get to this moment. Dr. Hoffmans emphasized that this will strengthen the Promise and Basic Need support for students in perpetuity. Mr. Orman acknowledged the large amount of work that has been done to get to this vote and that now the fun begins. Ms. King thanked Mr. Orman for his leadership throughout the process.

**Motion:** Approve a major fundraising campaign as presented and recommended in the attached comprehensive capital campaign feasibility study, and accept the proposal to hire Netzel Grigsby & Associates as campaign counsel for this campaign, see attached proposal. Mr. van Nieuwburg moved, Ms. Dembowski seconded. **MSC**

#### **COMMITTEE, STAFF, AND ADMINISTRATIVE REPORTS:**

##### **DEI Advisory Committee:**

Dr. Beilin announced that the next meeting is scheduled for July 27, 2023. Mr. Huff requested to be on the committee. Ms. King will include Mr. Huff in committee communication and meeting notices.

##### **Scholarship and Grants Committee:**

Ms. Martinez reported on the 2022-23 scholarship program and event: 439 scholarships were awarded to 235 students, totaling \$670,406 awarded to students across all three application cycles. She thanked the volunteers and donors that

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made this possible. Thank you letters from students will start to be distributed to donors in the coming weeks. The Ag, Advance Manufacturing and Diesel students needed an extra application period to ensure that enough students applied for the scholarships that were funded this year. Ms. Martinez announced that she will work with the dean and department chairs to improve application rates for these programs in the next year.

**Program Sustainability Committee:**

Mr. Pantoja acknowledged that we will reach 80% of the fundraising goal this year. Some grants did not come as expected. Additionally, many of the athletic contributions that are now processed through our Eteams vendor cannot be counted in our totals as they were last year but are coming in non-the-less. Ms. King said that a lot of work was spent to bring in first-time donors to meet the Promise goal and for sponsorship of the VC Diversity in Culture Festival. New donations take significant more time to raise then to renew donor giving.

**Marketplace:**

Mr. van Nieuwburg reported the success of the annual vendor thank you BBQ. He acknowledged Ms. Juarez for great job as a supervisor and Sr. Gomez for his years of service. Ms. Kraus reported that the vendor community is grateful to the foundation for our thanking them via the vendor BBQ and she reported that student, Mr. Casarez, did a great job as a speaker at the vendor BBQ. Four hundred vendors and vendor workers were served at the BBQ.

**Finance and Budget Committees:**

Mr. Orman reported an increase in assets in Q3 as well as an increase of \$1.2M in net equity. He acknowledged the annual and campaign budgets were approved.

**Investment Committee:**

Mr. Collin acknowledged the market is improving and said our investment firm, Miracle Mile Advisors, and are doing a good job especially given current market forces.

**Governance Committee:**

Ms. Kreutz acknowledged that the board approved the slate that the committee recommended.

**Board Chair Report:**

Ms. Kreutz thanked Ms. Dembowski for her service as board chair. Mr. Colin acknowledged Ms. Dembowski for her work to increase vendor participation at the Marketplace on Saturdays.

**College President:**

Dr. Hoffmans reported that 2000 students graduated and encouraged the board to attend the ceremony next year. She reported on outreach efforts with Piru Elementary to foster expectations to go to college. The VC Beach Volleyball team is 2<sup>nd</sup> in the state. Ms. Bojorquez reviewed progress made toward building the affordable student housing project as well as progress to build outdoor shade structures throughout campus this summer. Ms. Bojorquez announced plans to convert the old manufacturing area in the WAM building into a diesel lab and the summer project to improve/fix the bleachers in the gym. Mr. Wulff asked for the cost of the house project which was confirmed by Ms. Bojorquez as costing an additional \$10M on top of the \$65M given by the state and county combined. This extra \$10M will be financed. The floor plans may need to change and the architect may need to be creative to reduce costs. Mr. Huff asked if students are part of the meetings on the project. Ms. Bojorquez agreed to be sure that Mr. Huff and the ASVC board will receive invites to the FOG work group on campus.

**Executive Director:**

Ms. King thanked the board for their support for her contract and throughout the last year.

Ms. Kreutz adjourned the public meeting at 6:46pm. Ms. King, staff and guest were asked to wait outside of the meeting room.

**CLOSED SESSION**

Ms. King's two-year contract was discussed and voted on in closed session.

**PUBLIC MEETING-- REPORT ON ANY ACTION TAKEN CLOSED SESSION**

Ms. Kreutz reconvened the public session at 6:51pm and reported unanimous approval for Ms. King's two-year contract.

With no further business, the meeting was adjourned at 6:52 pm.

*Minutes were recorded by Anne Paul King*

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*Signed by Mike Orman, Treasurer*

*Date*

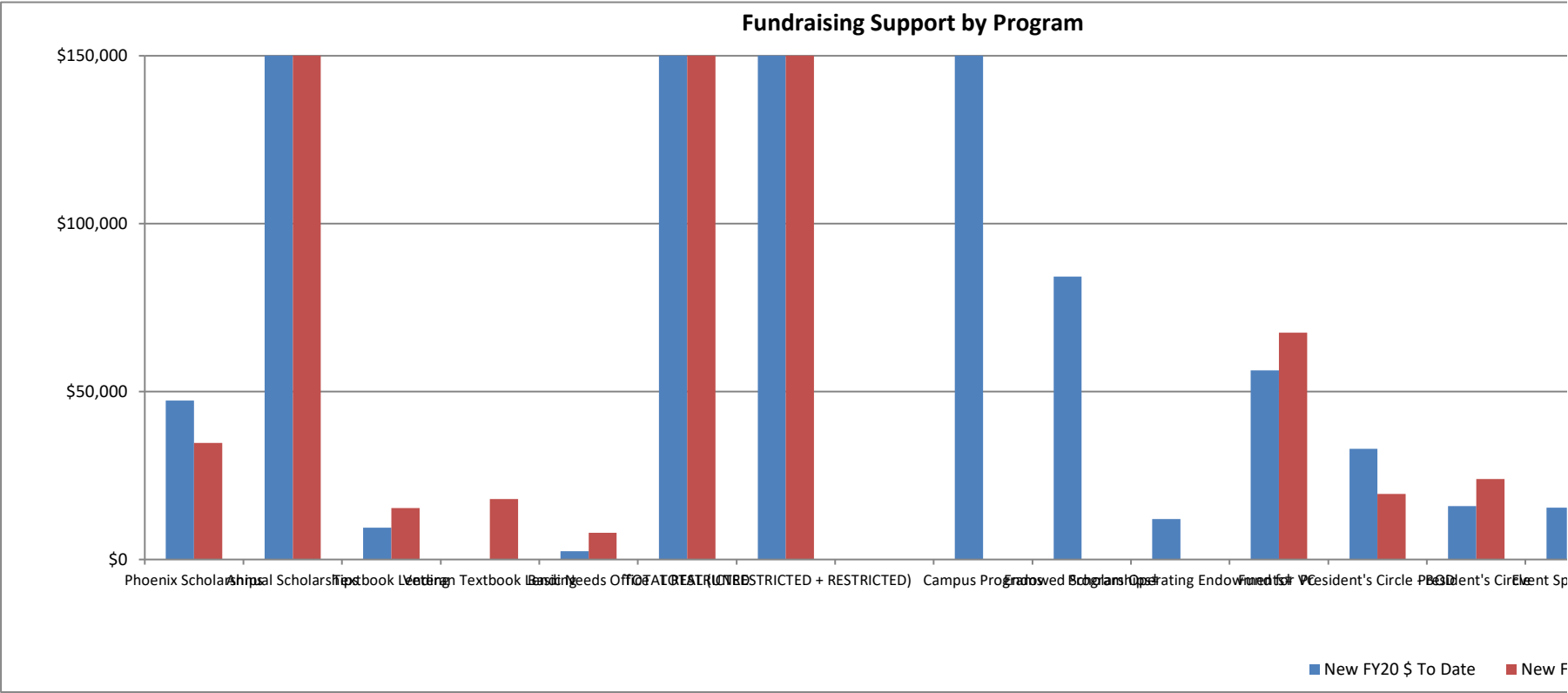
**VENTURA COLLEGE FOUNDATION GIFT REPORT**  
**RECONCILED**

FY 2022/2023

**FY 2022/2023 OVERVIEW**  
**Q1-Q4 7/1/2022 - 6/30/2023**

|   | Total Gifts/Pledges Raised* | # Donors <sup>†</sup> | # Gifts <sup>‡</sup> | Total New FY23 Dollars Raised <sup>‡</sup> | New FY23 Dollars Goal | % New FY23 Dollars Raised Toward Goal |
|---|-----------------------------|-----------------------|----------------------|--|-----------------------|---------------------------------------|
| Fund for VC                               | \$56,383                    | 88                    | 133                  | \$56,383                                   | \$67,500              | 84%                                   |
| President's Circle - BOD                  | \$33,000                    | 19                    | 19                   | \$33,000                                   | \$19,500              | 169%                                  |
| President's Circle                        | \$15,900                    | 20                    | 45                   | \$15,900                                   | \$24,000              | 66%                                   |
| Event Sponsorship                         | \$15,425                    | 12                    | 12                   | \$15,425                                   | \$21,500              | 72%                                   |
| <b>TOTAL UNRESTRICTED</b>                 | <b>\$120,708</b>            | <b>139</b>            | <b>209</b>           | <b>\$120,708</b>                           | <b>\$132,500</b>      | <b>91%</b>                            |
| Promise                                   | \$56,548                    | 91                    | 110                  | \$56,548                                   | \$83,500              | 68%                                   |
| Phoenix Scholarships                      | \$47,320                    | 9                     | 9                    | \$47,320                                   | \$34,700              | 136%                                  |
| Annual Scholarships                       | \$158,533                   | 105                   | 240                  | \$158,533                                  | \$164,530             | 96%                                   |
| Textbook Lending                          | \$9,455                     | 17                    | 53                   | \$9,455                                    | \$15,300              | 62%                                   |
| Veteran Textbook Lending                  | \$0                         | 0                     | 0                    | \$0  | \$18,000              | 0%                                    |
| Basic Needs Office                        | \$2,475                     | 13                    | 15                   | \$2,475                                    | \$7,950               | 31%                                   |
| <b>TOTAL RESTRICTED</b>                   | <b>\$274,331</b>            | <b>235</b>            | <b>427</b>           | <b>\$274,331</b>                           | <b>\$323,980</b>      | <b>85%</b>                            |
| <b>TOTAL (UNRESTRICTED + RESTRICTED)</b>  | <b>\$395,039</b>            | <b>374</b>            | <b>636</b>           | <b>\$395,039</b>                           | <b>\$456,480</b>      | <b>87%</b>                            |
| Campus Programs                           | \$178,897                   | 508                   | 766                  | \$178,897                                  |                       |                                       |
| Endowed Scholarships <sup>‡</sup>         | \$84,259                    | 30                    | 80                   | \$84,259                                   |                       |                                       |
| Program Operating Endowments <sup>‡</sup> | \$12,002                    | 62                    | 106                  | \$12,002                                   |                       |                                       |
| 40th Event Sponsorship                    | \$7,000                     | 4                     | 4                    | \$7,000                                    |                       |                                       |
| <b>TOTAL RESTRICTED (No goals)</b>        | <b>\$282,158</b>            | <b>604</b>            | <b>956</b>           | <b>\$275,158</b>                           |                       |                                       |
| <b>COMPLETE TOTALS</b>                    | <b>\$677,197</b>            | <b>978</b>            | <b>1592</b>          | <b>\$670,197</b>                           |                       |                                       |

*†Includes monthly employee payroll deductions*  
*‡Does not include pledge payments due in future FY*  
*\$Funds raised towards endowment principal, not earnings*



|                   | Gifts/Pledges | # Donors | # Gifts |
|-------------------|---------------|----------|---------|
| <b>TOTALS</b>     | \$677,197     | 978      | 1,592   |
| <b>By Source*</b> |               |          |         |
| Individuals       | \$389,687     | 710      | 1,789   |
| Corporations      | \$155,359     | 49       | 66      |
| Foundations       | \$79,994      | 14       | 40      |
| <b>By Purpose</b> |               |          |         |
| Restricted        | \$556,489     | 839      | 1,383   |
| Unrestricted      | \$120,708     | 139      | 209     |

**Legal/Hard credit only**

\* Source Totals do not match reconciled total due to soft cred

# VENTURA COLLEGE FOUNDATION GIFT REPORT

FY 2022/23

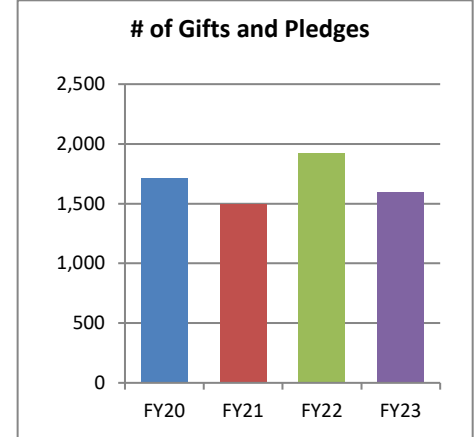
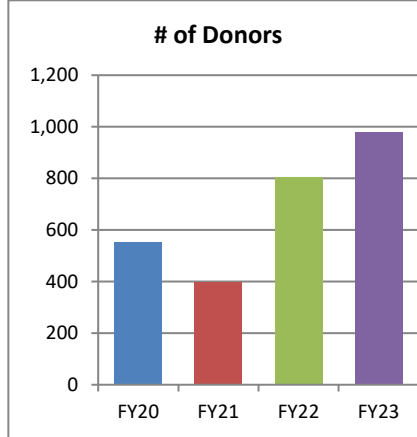
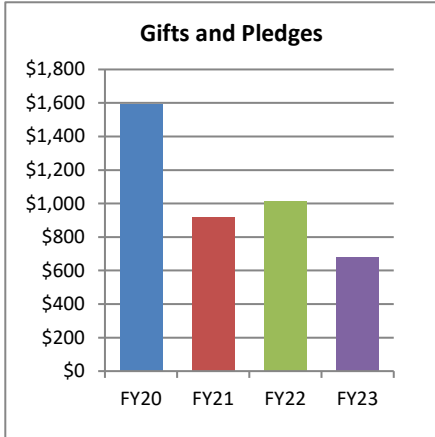
## 3-YEAR VIEW

As of 6/30/2023

|                    | FY20<br>Q1-Q4 | FY21<br>Q1-Q4 | FY22<br>Q1-Q4 | FY23<br>Q1-Q4 |
|--------------------|---------------|---------------|---------------|---------------|
|                    | \$1,591,208   | \$914,896     | \$1,012,184   | \$677,197     |
| # of Donors        | 554           | 399           | 803           | 978           |
| # of Gifts/Pledges | 1710          | 1494          | 1921          | 1592          |
| Year-End Totals    | \$1,591,208   | \$914,896     | \$1,012,184   | \$677,197     |

\*GIFTS AND PLEDGES

In \$1,000s



FY20  
Q1-Q4

FY21  
Q1-Q4

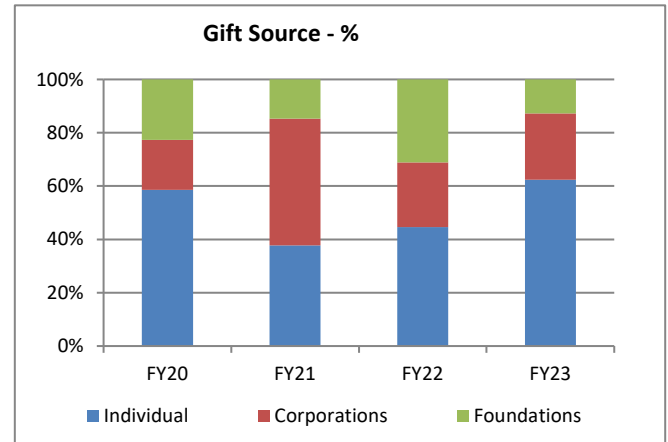
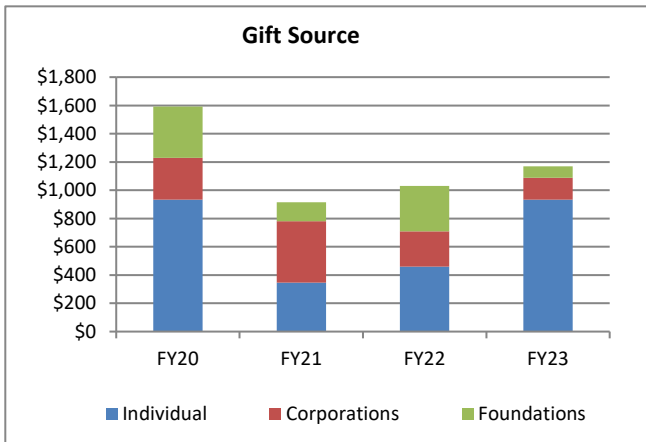
FY22  
Q1-Q4

FY23  
Q1-Q4

SOURCE

|              |           |           |           |           |
|--------------|-----------|-----------|-----------|-----------|
| Individual   | \$932,699 | \$345,801 | \$459,314 | \$389,687 |
| Corporations | \$297,396 | \$434,602 | \$250,091 | \$155,359 |
| Foundations  | \$361,160 | \$134,460 | \$321,279 | \$79,994  |

In \$1,000s



FY20  
Q1-Q4

FY21  
Q1-Q4

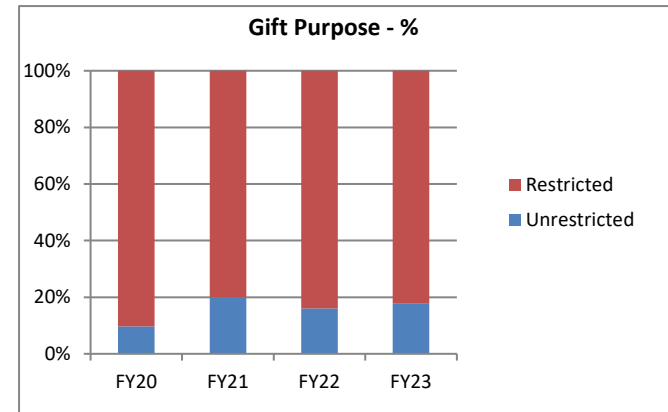
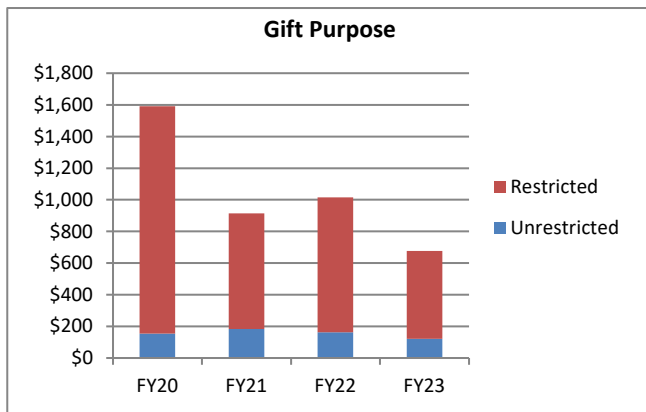
FY22  
Q1-Q4

FY23  
Q1-Q4

PURPOSE

|              |             |           |           |           |
|--------------|-------------|-----------|-----------|-----------|
| Unrestricted | \$153,887   | \$183,437 | \$163,451 | \$120,708 |
| Restricted   | \$1,437,367 | \$731,460 | \$852,287 | \$556,489 |

In \$1,000s



Includes monthly employee payroll deductions

Includes pledges payable over 5 years

**Program Sustainability Committee: ANTICIPATED PLANNED GIFTS**  
**As of August 18, 2023**

**CONFIRMED ANTICIPATED PLANNED GIFTS (Irrevocable)**

| <u>Amount</u>    | <u>Donor</u>      | <u>Type of Planned Gift</u> | <u>Designation</u> |
|------------------|-------------------|-----------------------------|--------------------|
| \$17,759         | Amy Cherot        | Charitable Gift Annuity     | Unrestricted       |
| \$12,500*        | Mark L. Goldenson | Deferred CGA                | Nursing Program    |
| \$152,746        | Robert Milton     | Charitable Gift Annuity     | Unrestricted       |
| <b>\$183,005</b> | <b>SUB-TOTAL</b>  |                             |                    |

\*Fund is managed by Ventura County Community Foundation, with residual estimated from current value of \$30,038 as of September 30, 2014. No further information is available.

**PENDING/PROBABLE PLANNED GIFTS (Revocable)**

| <u>Anticipated Amount</u>         | <u>Donor</u>            | <u>Type of Planned Gift</u> | <u>Designation</u>                        | <u>Date Est.</u> |
|-----------------------------------|-------------------------|-----------------------------|---|------------------|
| TBD                               | Sanford Weiss           | Bequest                     | TBD                                       |                  |
| \$500,000                         | John Lupton             | Bequest                     | Endwmnt-75% Schlrsip, 25% Txtbk           |                  |
| \$500,000                         | Barbara Wise            | Bequest                     | Promise/Textbook/Scholships               | 9/4/15           |
| \$500,000                         | Jack Halpert            | Bequest                     | TBD                                       |                  |
| \$300,000                         | D. Townsend & S. Pallas | Bequest/Tertiary            | Baseball Program                          |                  |
| \$250,000                         | Vella Buchanan          | Bequest                     | Unrestricted                              |                  |
| \$250,000                         | Virginia Stout          | Bequest                     | Promise Program                           |                  |
| \$100-\$200K                      | Ruth O. Johnson         | Bequest                     | Music Dept.                               | 2/11/19          |
| \$100,000                         | Kathleen Schrader       | Bequest                     | Nursing/Paramedic Programs                |                  |
| \$100,000                         | Carl Boggs              | Bequest                     | Scholarships                              |                  |
| \$50,000                          | Ruth Hemming            | Life Insurance Policy       | TBD                                       |                  |
| \$50,000                          | Irene Henry             | Life Insurance Policy       | Endowed Scholarship                       | 10/11/13         |
| \$40,000                          | Gerry Olsen             | Bequest                     | Endowed Scholarship                       |                  |
| \$25,000                          | Paula Bendinelli        | Bequest                     | Endowed Scholarship                       | 8/10/21          |
| 35% Residue;<br>approx. \$285,000 | Don Hatala              | Bequest (est. \$250K)       | Scholarships - STEM                       | 7/30/14          |
| TBD                               | Bill Scarpino           | Bequest                     | Support for Veteran Students              | 8/17/21          |
| TBD                               | James Dunn              | Bequest                     | Wendy Dunn Memorial Scholarship           | 9/2/20           |
| <i>TBD</i>                        | <i>Abra Flores</i>      | <i>Bequest</i>              | <i>Theatre/Costume Design Scholarship</i> |                  |

**Notes:** *Italics:* Indicates VCF Board member. **Bold:** Indicates new information.

**Program Sustainability Committee: ANTICIPATED PLANNED GIFTS**  
**As of August 18, 2023**

|                    |                        |                    |                                   |  |
|--------------------|------------------------|--------------------|-----------------------------------|--|
| TBD                | John Woolley           | Bequest            | Unrestricted                      |  |
| <i>TBD</i>         | <i>Ellyn Dembowski</i> | <i>Bequest</i>     | <i>TBD</i>                        |  |
| TBD                | Jeff Ferguson          | Bequest            | 50% Art Dept/50% Music<br>Endwmnt |  |
| TBD                | Joyce Evans            | Bequest            | TBD                               |  |
| TBD                | Donald Greenberg       | Bequest            | TBD                               |  |
| TBD                | Don Belless            | Bequest or Annuity | Nursing Scholarships              |  |
| 20% Residue        | Robert Milton Estate   | Bequest            | Unrestricted                      |  |
| TBD                | Barbara Caulfield      | Annuity            | VCOMT                             |  |
| TBD                | Norbert Tan            | Bequest            | Unrestricted                      |  |
| <b>\$3,000,000</b> | <b>SUB-TOTAL</b>       |                    |                                   |  |

**APPROX. TOTAL: \$3,100,000+ identified (30 individuals including 5 VCF current or former board members)**

**Notes:** *Italics:* Indicates VCF Board member. **Bold:** Indicates new information.



## MARKETING & MEDIA REPORT

June 1, 2023 – August 16, 2023 - Media Placements

### New Board Members Announced by the Ventura College Foundation

Sent to Media July 14, 2023

*AmericanTowns.com/Ventura* – July 14, 2023

<https://www.american towns.com/news/board-chair-vicechair-and-new-board-members-announced-by-ventura-college-foundation-31592800-ventura-ca.html>

*Amigos805* – July 17, 2023

<https://amigos805.com/board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation/>

*Moorpark Patch* – July 16, 2023

<https://patch.com/california/moorpark/new-board-members-announced-ventura-college-foundation>

*PRLog* – July 14, 2023 – 231 Views

<https://www.prlog.org/12974011-board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation.html>

*Ventura Breeze News & Notes* – July 26, 2023

<https://venturabreeze.com/2023/07/26/board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation/>

*Ventura Chamber of Commerce* – July 14, 2023

<https://ventura.chambermaster.com/news/details/board-chair-vice-chair-and-new-board-members-announced-by-ventura-college-foundation-07-14-2023>

### Ventura College Foundation Distributes Over \$670,000 In Scholarships

Sent to Media May 30, 2023

*Pacific Coast Business Times* – June 12, 2023

<https://www.pacbiztimes.com/2023/06/12/good-works-ventura-college-foundation-distributes-670k-in-scholarships/>



## Advertisements:

**Rotary Club of Ventura 4<sup>th</sup> of July Fireworks Sponsor Ad – July 4, 2023**



The advertisement is a vertical banner. At the top left is the Ventura College Foundation logo, which includes a stylized '40' with a ship's wheel and the text 'YEARS OF MAKING DREAMS COME TRUE VENTURA COLLEGE FOUNDATION'. To the right of the logo is a portrait of a man with dark hair and a beard, wearing a dark button-down shirt. Below the logo, the text reads 'HELP US CELEBRATE 40 YEARS OF SERVICE TO STUDENTS'. At the bottom left, it says 'Save The Date! 40TH GALA FRI. OCT. 20, 2023'. To the right of this text is a QR code and the words 'LEARN MORE'. At the very bottom, in a dark grey box, is the contact information: '4667 Telegraph Rd. | Ventura, CA 93003', 'VCFoundation@vcccd.edu | 805.289.6461', and 'VenturaCollegeFoundation.org'.

**HELP US CELEBRATE 40 YEARS OF SERVICE TO STUDENTS**

**Save The Date! 40TH GALA FRI. OCT. 20, 2023** [LEARN MORE](#)

4667 Telegraph Rd. | Ventura, CA 93003  
VCFoundation@vcccd.edu | 805.289.6461  
[VenturaCollegeFoundation.org](http://VenturaCollegeFoundation.org)

## Other PR/Marketing Mentions: Board Member Special Mentions

### ***Ventura College President Kim Hoffmans announces retirement***

***VC Star – August 1, 2023***

<https://www.vcstar.com/story/news/education/schoolwatch/2023/08/01/ventura-college-president-announces-retirement-in-2024/70502434007/>

### ***Ohana's Lim named Outstanding DVM***

***VC Reporter – June 29, 2023***

[https://www.vcreporter.com/news/news-in-brief-week-of-june-29-2023/article\\_a7225aee-16a5-11ee-89b7-c36542affd50.html](https://www.vcreporter.com/news/news-in-brief-week-of-june-29-2023/article_a7225aee-16a5-11ee-89b7-c36542affd50.html)

### ***California Veterinary Medical Association's RVT's Outstanding DVM of the Year named***

***DVM360.com – June 14, 2023***

<https://www.dvm360.com/view/california-veterinary-medical-association-s-rvt-s-outstanding-dvm-of-the-year-named>

# VC Foundation Marketing/Communications Projects – June 3, 2023 – August 16, 2023

## 40<sup>th</sup> Anniversary Gala Print Invitation

### LAYING THE FOUNDATION FOR SUCCESS

Since 1983, the Ventura College Foundation has been committed to removing financial barriers so Ventura College students can pursue their educational dreams. Over the years, the Foundation has raised nearly \$48 million for Ventura College and its students. During this time, our board and staff leadership have been trailblazers, which made the Foundation one of the finest and most successful in the state.

This year, we celebrate the individual successes of Ventura College students alongside the decades of board leadership that has had a mission to empower students. Forty years means millions of dollars have been awarded to tens of thousands of students who have been impacted by the Foundation's programs and your philanthropic generosity.



### VENTURA COLLEGE FOUNDATION BOARD LEADERSHIP

Nicole Kreutz, Board Chair  
Rob van Nieuwburg, Vice Chair  
Abra Flores, Secretary  
Mike Orman, Treasurer  
Elyn Dembowski,  
Immediate Past Board Chair  
Kim Hoffmans, R.N., Ed.D.,  
Ventura College President  
Mark Huff,  
Ventura College ASVC President  
Robert Beilin, Ph.D.  
Cathy Bojorquez  
Debe Bylo

J. Boomer Butler, C.P.A.  
Amy Cherot  
Ken Collin  
Mark Dufresne  
Anne Paul King  
Liz Kraus  
Matt LaVere, Esq.  
Lydia Matthews-Morales  
Jill Muraoka Lim, D.V.M.  
Ed Summers  
Eleanor Tillquist  
Harald Wulff

### HONORARY EVENT COMMITTEE

Betsy Chess  
Kimberly Hoffmans, R.N., Ed.D.  
Bill and Elise Kearney  
Supervisor Matt LaVere, Esq.  
Chancellor Rick MacLennan, Ed.D.  
Dianne McKay  
Richard Taylor, Esq. and Kris Taylor  
Lester and Mae Tong  
John L. Woolley, Ed.D. and Sharon Watts Woolley



4667 Telegraph Rd, Ventura, CA 93003 | 805.289.6461  
VCFoundation@vcccd.edu | VenturaCollegeFoundation.org

Ventura College Foundation is a 501(c)3 organization. Federal Tax I.D. #: 77-0037747

### YOU'RE INVITED TO THE VENTURA COLLEGE FOUNDATION'S

### 40TH ANNIVERSARY GALA

FRIDAY, OCTOBER 20, 2023  
5:00-8:00 PM

Museum of Ventura County  
100 East Main Street, Ventura, CA



### THE VENTURA COLLEGE FOUNDATION CORDIALLY INVITES YOU TO OUR 40TH ANNIVERSARY GALA

Join us in celebrating 40 years of student success and raising funds to support the important work of the Ventura College Foundation!



FRIDAY, OCTOBER 20, 2023  
5:00-8:00 PM  
Museum of Ventura County



**LIVE MUSIC**  
by the Ventura College Jazz Band



**CHECK-IN AND COCKTAIL HOUR**  
Outdoor Museum Plaza at 5:00 p.m.  
Guests will receive a complimentary drink ticket – Cash Bar



**GOURMET DINNER**  
In the Martin V. and Martha K. Smith Pavilion at 6:00 p.m.  
Menu Options:  
• Grilled Pacific Salmon & Chicken Marsala  
• Pasta Putanesca (Vegan/GF)



**COCKTAIL/BUSINESS ATTIRE**  
or your favorite decade cocktail attire from the 1980's on



**COMPLIMENTARY PARKING**  
If you need special parking accommodations, please call Stephanie Montenegro at (805) 289-6122.

**KINDLY RSVP BY OCTOBER 6 SEATING IS LIMITED!**

See enclosed card for ticket information

Please contact Stephanie Montenegro with any questions at smontenegro@vcccd.edu or (805) 289-6122

### THANK YOU TO OUR EARLY EVENT SUPPORTERS

NAVIGATOR



BUCCANEER



BILL & ELISE KEARNEY

SearleCreative MARKETING & DESIGN GROUP

RICHARD TAYLOR, ESQ. AND KRIS TAYLOR

JOHN L. WOOLLEY, ED.D.  
AND SHARON WATTS WOOLLEY





## 40<sup>th</sup> Anniversary Gala Email Invitation

[https://mailchi.mp/vcccd/40th-anniversary-gala-invite-12775035?e=\[UNIQID\]](https://mailchi.mp/vcccd/40th-anniversary-gala-invite-12775035?e=[UNIQID])

## 40<sup>th</sup> Anniversary Sponsorship Brochure Kit



**40TH ANNIVERSARY GALA EVENT  
SPONSORSHIP OPPORTUNITIES**

Ventura College Foundation  
4667 Telegraph Rd, Ventura, CA 93003  
805.289.6161 | vcfoundation@vcccd.edu

Questions?  
Contact: Gerry Pantoja  
805.289.6156 | gpantoja@vcccd.edu



**40 YEARS** VENTURA COLLEGE FOUNDATION  
OF MAKING DREAMS COME TRUE

## 40 YEARS OF MAKING DREAMS COME TRUE

Since 1983, the Ventura College Foundation has been committed to providing access to education for students who otherwise could not afford it.

Each and every year, the Foundation creatively collaborates with Ventura College to enhance the academic success, civic engagement, and careers of its students. This year, we celebrate the individual successes of Ventura College students alongside the decades of board leadership that has had a mission to assist students with their educational dreams.

Forty years means tens of thousands of students have been impacted by the Foundation's programs and our donor's philanthropic generosity. Millions of dollars have been awarded

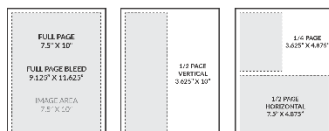
to students focused on gaining an education that could help them rise from poverty or achieve the future they always dreamed of.

On Friday, October 20, 2023, from 5-8 p.m. at the Museum of Ventura County, the Foundation will be hosting our 40th Anniversary Gala event! We will enjoy dinner, libations, and music as we celebrate 40 years of helping students achieve their educational goals. A variety of sponsorship levels are available to individuals, corporations, and foundations alike. All participating sponsors will enjoy an array of exclusive benefits. The four different sponsorship levels begin at \$1,500 for Buccaneer Sponsors and extend up to \$7,500 for Captain Sponsors.

## SPONSORSHIP PRINT SPECS

### AD SIZES IN INCHES

**FULL PAGE**  
7.5" wide x 10" high  
**FULL PAGE BLEED**  
9.125" wide x 11.625" high  
**1/2 PAGE VERTICAL**  
3.625" wide x 10" high  
**1/3 PAGE HORIZONTAL**  
7.5" wide x 4.875" high  
**1/4 PAGE**  
3.625" wide x 4.875" high



**ACCEPTED ARTWORK & LOGO FILES**  
300dpi jpg, outlined/flat pdf, or eps

## SPONSORSHIP LEVELS & BENEFITS



### CAPTAIN SPONSOR | \$7,500

(Fair Market Value: \$440)

- Opportunity to make live remarks at the event (2 minute max)
- Prominent full-color, full-page ad in event program (Vertical 7.5" wide x 10" high; Full Page Bleed: 9.125" wide x 11.6.25" high)
- Premiere seating for 8 guests
- Pre-recorded 40th Anniversary wishes/remarks (90 seconds) for the VC Foundation's 40th Celebration on Event Website, Event Email & Social Media Channels
- Sponsor Spotlight in an e-blast & social media



### PIRATE SPONSOR | \$5,000

(Fair Market Value: \$340)

- Full-color, full-page ad in event program (Vertical 7.5" wide x 10" high; Full Page Bleed: 9.125" wide x 11.6.25" high)
- Premiere Seating for 6 guests
- Pre-recorded 40th Anniversary wishes/remarks (1 minute) to be displayed on the 40th Anniversary Gala Event Website & in Social Media
- Sponsor Spotlight in an e-blast & social media



### NAVIGATOR SPONSOR | \$2,500

(Fair Market Value: \$220)

- Full-color, half-page ad in event program (Vertical 3.625" wide x 10" high or Horizontal 7.5" wide x 4.875" high)
- Preferred Seating for 4 guests



### BUCCANEER SPONSOR | \$1,500

(Fair Market Value: \$110)

- Full-color, quarter-page ad in event program (Vertical 3.625" wide x 4.875" high)
- Preferred Seating for 2 guests

## EXCLUSIVE BENEFITS FOR ALL SPONSORS:

- Unique opportunity to express your support of higher education and the challenges students in Ventura County face in pursuing their dreams.
- Increased visibility in the community as an individual or organization connected with this important mission.
- Logo on all VCF 40th Anniversary Gala Event Materials including, but not limited to: Event Invitations, Event Advertisements, Event Email Reminders, Event Signage, Print Program, Slide Show Presentations, Attendee Feedback Survey, Mention in Press Releases, Social Media.
- Verbal Recognition at the 40th Anniversary Gala
- Use of VC Foundation logo (upon request) to promote philanthropic support.

Ventura College Foundation 40th Anniversary Sponsorship Opportunities



## President's Circle Appeal Letter



Office of the President

### PRESIDENT'S CIRCLE

2022-23

Anonymous Donors

Shirley A. Anderson

Denise Baylor

Dr. Robert Beilin  
and Ms. Ester Agopian

Catherine and  
Daniel Bojorquez

Boomer Butler

Deborah Bylo

Amy T. Cherot

Kenneth S. Collin

Ellyn Dembowski  
and Jim Dembowski

Mark Dufresne

Abra Flores and  
Ed Burnett

Myron G. Harrison

Julie A. Harvey

Dr. Ruth Hemming

Dr. Kim D. Hoffmans and  
Mr. Charles A. Hoffmans

William and Elise Kearney

Anne Paul King

Elizabeth and Dave Kraus

Nicole and Brandon  
Kreutz

Supervisor Matt W.  
LaVere and Ms. Alicia  
LaVere

Dr. Jill M. Lim D.V.M.

Barbara Meister

(continued on next page)

August 3, 2023

Primary Addressee  
Organization  
Preferred Address 1  
Preferred Address 2  
Preferred City, Preferred State Preferred Zip

Dear Primary Salutation,

Warm greetings to you, we hope you are having an enjoyable summer and this letter finds you and your loved ones well!

**As we approach the start of the 2023-24 academic year in a matter of weeks, we wanted to take a moment again to express my sincerest gratitude for your generous support and ongoing commitment as a valued member of the President's Circle in 2022-23.** As a member of the President's Circle, you play an integral role in driving the VC Foundation's mission forward and empowering the students we serve. We're truly honored to count you in our "circle of very special friends."

In October, we're delighted to commemorate the VC Foundation's 40th Anniversary! Can you believe it? What a momentous milestone! **For 40 years, our board and staff leadership have been trailblazers, which made the VC Foundation one of the most successful Community College Foundations in the state.**

Recently we took time to reflect on the profound impact the VC Foundation has had through four decades of remarkable service and unwavering dedication to the students and programs of Ventura College. **We're acutely aware that this incredible impact on tens of thousands of students is only because of you— the generous philanthropic partners who stand with us.**

Let us celebrate together, and remember there is still work to be done to remove financial barriers and provide equitable opportunities for students to succeed while at VC and beyond.

**To ensure we can grow this critical student support into the next decade, we'd like to personally invite you to increase or renew your unrestricted support through the President's Circle in 2023-24.**

**Since 2019, this group has raised over \$278,000 in unrestricted funds that has enabled the Ventura College Foundation to remain flexible in addressing emerging needs, special programs, and unexpected opportunities that lack support from state funding.** Your renewal of support will enable us to reach new heights and tackle challenges head-on with renewed vigor and determination.

(continued on the back)

4667 Telegraph Rd. | Ventura, CA | 805.289.6461 | [VenturaCollegeFoundation.org](http://VenturaCollegeFoundation.org)

## PRESIDENT'S CIRCLE

2022-2023

(continued)

Mike and Loretta  
Merewether

Michael Orman

Rene and Angela Rodriguez

Mary and Salvatore Saputo

Kenneth P. Schoenfeld

Edward Summers

Eleanor Tillquist

Lester Tong and  
Mae Wan Tong

Kim Van De Venter

Robert van Nieuwburg

Ventura County  
Credit Union

Todd and Julie Wagner

Andrew and  
Rosanne Welcher

Dr. John L. Woolley and  
Mrs. Sharon Watts Woolley

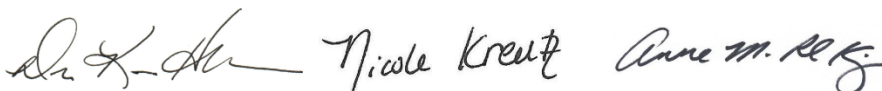
Harald and Birgit Wulff

President's Circle members have made an investment in the mission of the Ventura College Foundation through an unrestricted annual gift of \$1,000 or more during July 1, 2022 - June 30, 2023.

Enclosed with this letter, you will find a remit card for your convenience. Additionally, should you have questions on how to become a member in 2023-24, or wish to explore the option of giving your gift through a recurring monthly gift, stock/mutual shares, a donor-advised fund, or Qualified Charitable Distribution from an IRA, **please contact Gerry Pantoja, Director of Philanthropy, at [gpantoja@vcccd.edu](mailto:gpantoja@vcccd.edu) or 805-289-6158 or Anne Paul King, Executive Director, at [aking@vcccd.edu](mailto:aking@vcccd.edu) or 805-289-6160.**

**As we celebrate the last five years of the President's Circle, we thank you once again for your unwavering commitment and generosity.** Your support opens a world of possibilities, allowing students to pursue their dreams and gain the skills they need to succeed.

With heartfelt gratitude,



Kimberly Hoffmans, R.N., Ed.D.  
President  
Ventura College

Nicole Kreutz  
Board Chair  
Ventura College Foundation

Anne Paul King  
Executive Director  
Ventura College Foundation

**P.S.—** Your gift to the President's Circle is not only an investment into today's students, but you will provide opportunities for tomorrow's workforce and their future generations.

## SAVE THE DATE!



### PRESIDENT'S CIRCLE 2023 KICK-OFF EVENT & VC CAREER EDUCATION BRIEFING

Wednesday, September 13, 2023  
3:30-5:00 p.m.

at Ventura College's Health Sciences Center (HSC)  
4667 Telegraph Rd, Ventura, CA

To RSVP or for event questions, please contact Stephanie Montenegro at 805.289.6122 or [smontenegro@vcccd.edu](mailto:smontenegro@vcccd.edu)



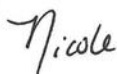
## A PERSONAL NOTE FROM NICOLE KREUTZ

Chair, Ventura College Foundation Board of Directors & VC Alumnus

*"Being an alumnus of Ventura College, I have seen firsthand how the power of education gives economic resilience to every member of our community. I also know that the Ventura College campus and students rely on the VC Foundation's VC Promise tuition assistance funding, VC Basic Needs support, our 425+ scholarship offerings, and textbook & lending library resources to achieve their educational goals.*

*On behalf of the VC Foundation's Board of Directors, we appreciate the generous support of our President's Circle donors. Ventura College empowers each and every one of our students in the pursuit of their passion. Yet we would not and could not exist without the generous giving of our community.*

*This type of generous giving has fueled our President's Circle for the past five years and enables resilient futures for our students. This is why I'm a proud President's Circle Member and I hope you will join me!"*



Please complete contact/gift information on the back →



## **VC Foundation Marketing/Communications Projects – June 3, 2023 – August 16, 2023**

### **Student, Campus, & Donor Outreach Promotional Items**

- New VC Foundation Staff Polo Shirts & Jackets Ordered
- New Logoed VC Foundation Table Cloths for 40<sup>th</sup>, Outreach & President's Circle
- Updated VC Foundation Magnetic Name Badges for Board & Staff
- New Logoed Pens, Highlighters, & Post-It Notes Ordered
- President's Circle Pins Ordered
- 40<sup>th</sup> Anniversary Logo Stickers Ordered

### **Website Updates/New Projects**

- 40<sup>th</sup> Anniversary Page Updated <https://venturacollegefoundation.org/40th-anniversary/>
- 40<sup>th</sup> Anniversary Event Ticket/Table Page  
[https://fundraise.givesmart.com/e/m\\_DTag?vid=zn1c8](https://fundraise.givesmart.com/e/m_DTag?vid=zn1c8)

### **Presentations**

- All-Campus Day VC Foundation 2022-23 Impact, Employee Giving Report, & Employee Giving Pitch

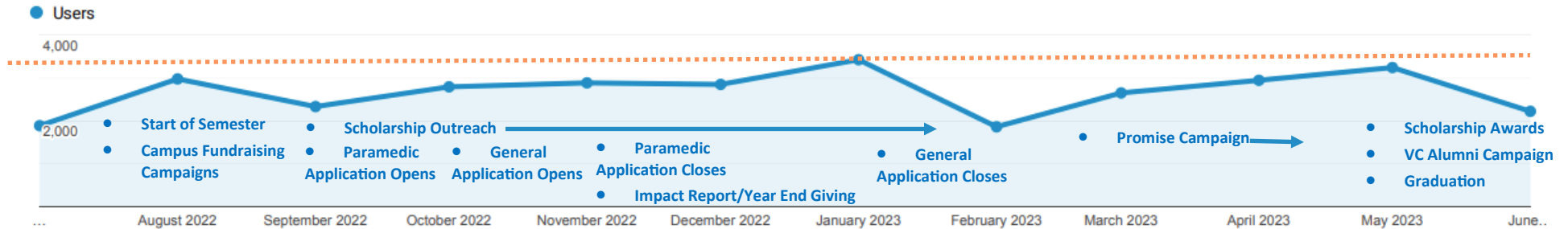
### **VCCCD Marketing & Outreach Coordination**

- Meeting with Damien Pena, VCCCD Director of Marketing & Outreach to coordinate & learn about VCCCD Marketing & Outreach Activities & VC Foundation Projects

### **Public Relations**

- New bios created & uploaded for New VC Foundation Board Members
- Invitations to 40<sup>th</sup> Gala for Elected Officials & Requests for Certificates of Recognition/Proclamations in honor of the VC Foundation's 40<sup>th</sup> Year of Service to Ventura College
- Crisis Communications Plan presented in Draft Form
- Nomination of Gerry Pantoja to Pacific Coast Business Times' 40 Under 40 Award

## FY 2022-23 Google Analytics VC Foundation Website Audience Overview (July 1, 2022-June 30, 2023)



Users  
**30,775**

New Users  
**30,692**

Sessions  
**41,773**

Number of Sessions per User  
**1.36**

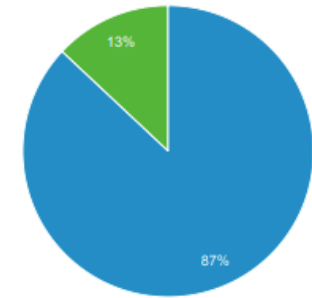
Pageviews  
**63,692**

Pages / Session  
**1.52**

Avg. Session Duration  
**00:01:13**

Bounce Rate  
**74.51%**

■ New Visitor ■ Returning Visitor



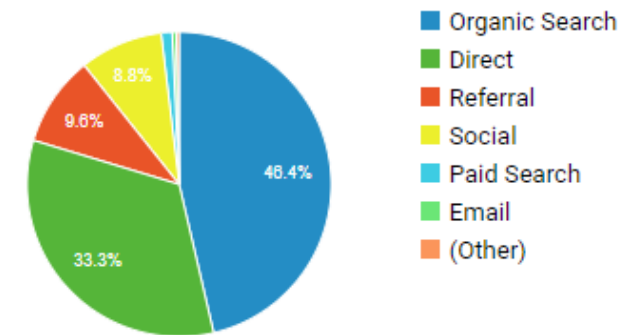
## Year Over Year (YOY) User Audience

|                                      | FY 2019-20 | FY 2020-21 | FY 2021-22 | FY 2022-23 | YOY Growth | YOY (+/-) % |
|--------------------------------------|------------|------------|------------|------------|------------|-------------|
| Users                                | 14,369     | 22,953     | 24,552     | 30,775     | +6,223     | 20%         |
| New Users                            | 14,376     | 22,504     | 24,578     | 30,692     | +6,114     | 20%         |
| Number of Sessions Per User          | 1.39       | 1.33       | 1.37       | 1.36       | -0.02      | -1%         |
| Sessions                             | 19,928     | 30,627     | 33,705     | 41,773     | +8,068     | 19%         |
| Pageviews                            | 32,381     | 46,719     | 51,633     | 63,692     | +12,059    | 19%         |
| Pages /Session                       | 1.62       | 1.53       | 1.53       | 1.52       | -0.06      | -1%         |
| Avg. Session Duration                | 0:01:12    | 0:01:10    | 0:1:13     | 0:01:13    | -0.06      | 0%          |
| Bounce Rate (Nonprofits Avg. 60-70%) | 70.18%     | 74.89%     | 73.02%     | 74.51%     | +1.85      | 2%          |

## FY 2022-23 Google Analytics VC Foundation Website Top Acquisition Channels (July 1, 2022–June 30, 2023)

| Source / Medium                                  | Acquisition   |   |   | Behavior  |   |   |
|--|---|---|---|---|---|---|
|  | Users ↓   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                 | Avg. Session Duration                                   |
| <b>Top 10 Ways Users are Coming to Site</b>      | <b>30,775</b><br>% of Total:<br>100.00%<br>(30,775) | <b>30,700</b><br>% of Total:<br>100.03%<br>(30,692) | <b>41,773</b><br>% of Total:<br>100.00%<br>(41,773) | <b>74.51%</b><br>Avg for View:<br>74.51%<br>(0.00%) | <b>1.52</b><br>Avg for View:<br>1.52<br>(0.00%) | <b>00:01:13</b><br>Avg for View:<br>00:01:13<br>(0.00%) |
| 1. <a href="#">google / organic</a>              | <b>13,323</b><br>(42.19%)                           | <b>13,018</b><br>(42.40%)                           | <b>17,492</b><br>(41.87%)                           | 77.72%  | 1.45  | 00:01:04  |
| 2. <a href="#">(direct) / (none)</a>             | <b>10,458</b><br>(33.11%)                           | <b>10,414</b><br>(33.92%)                           | <b>13,509</b><br>(32.34%)                           | 73.38%  | 1.44  | 00:01:01  |
| 3. <a href="#">venturacollege.edu / referral</a> | <b>1,701</b><br>(5.39%)                             | <b>1,578</b><br>(5.14%)                             | <b>2,231</b><br>(5.34%)                             | 62.39%  | 1.78  | 00:01:21  |
| 4. <a href="#">l.instagram.com / referral</a>    | <b>775</b><br>(2.45%)                               | <b>768</b><br>(2.50%)                               | <b>944</b><br>(2.26%)                               | 78.92%  | 1.29  | 00:00:33  |
| 5. <a href="#">sogou / organic</a>               | <b>752</b><br>(2.38%)                               | <b>752</b><br>(2.45%)                               | <b>752</b><br>(1.80%)                               | 100.00%   | 1.00  | 00:00:00  |
| 6. <a href="#">m.facebook.com / referral</a>     | <b>733</b><br>(2.32%)                               | <b>728</b><br>(2.37%)                               | <b>799</b><br>(1.91%)                               | 85.11%  | 1.26  | 00:00:31  |
| 7. <a href="#">m.yelp.com / referral</a>         | <b>437</b><br>(1.38%)                               | <b>409</b><br>(1.33%)                               | <b>503</b><br>(1.20%)                               | 82.11%  | 1.29  | 00:00:53  |
| 8. <a href="#">facebook / cpc</a>                | <b>362</b><br>(1.15%)                               | <b>359</b><br>(1.17%)                               | <b>409</b><br>(0.98%)                               | 87.78%  | 1.12  | 00:00:18  |
| 9. <a href="#">bing / organic</a>                | <b>293</b><br>(0.93%)                               | <b>266</b><br>(0.87%)                               | <b>420</b><br>(1.01%)                               | 49.52%  | 2.00  | 00:01:39  |
| 10. <a href="#">vcccd.edu / referral</a>         | <b>276</b><br>(0.87%)                               | <b>253</b><br>(0.82%)                               | <b>343</b><br>(0.82%)                               | 55.69%  | 2.12  | 00:01:58  |

Top Channels



### Top Acquisition Channels—Definitions:

**Organic Search** = “Google Search”

**Direct** = Typing in Link or Clicking on Bookmark

**Referral** = Sites that “referred” visitors to our site

**Social** = Traffic coming to our website from social media

**Paid Search** = Traffic coming from paid placement, pay per click, and sometimes search engine marketing, paid search marketing allows advertisers to pay to be listed within the search engine results pages for specific keywords or phrases.

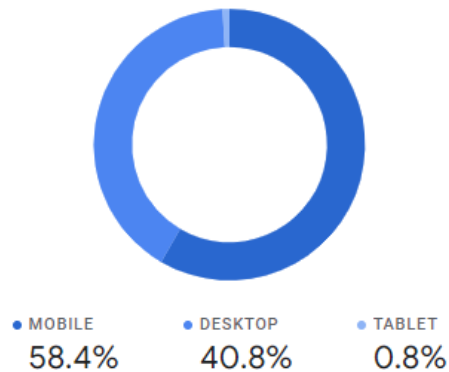
**Email** = Traffic to your website that came from an email message.

**Other** = Traffic that has an acquisition source or medium that is not recognized within Google's default system.

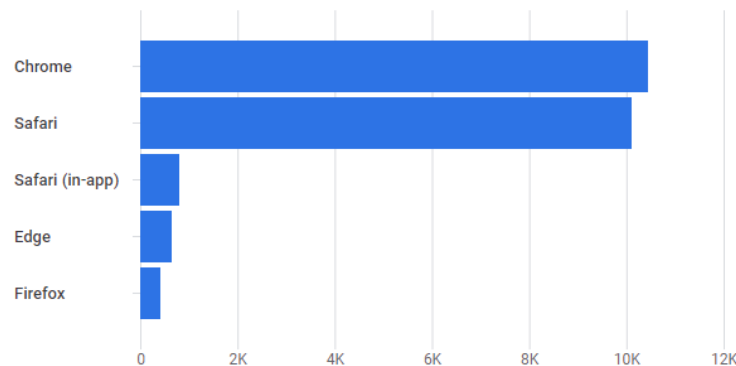


FY 2022-23 Google Analytics VC Foundation Website Audience Overview (July 1, 2022–June 30, 2023)

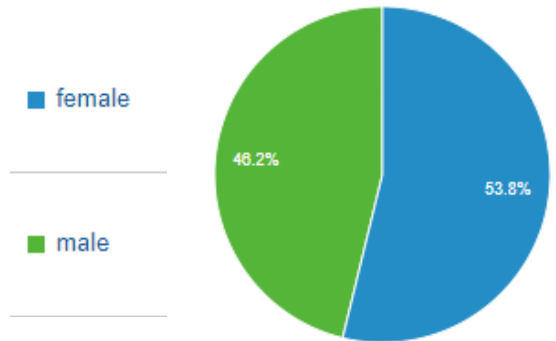
## DEVICE OF USERS 2022-23



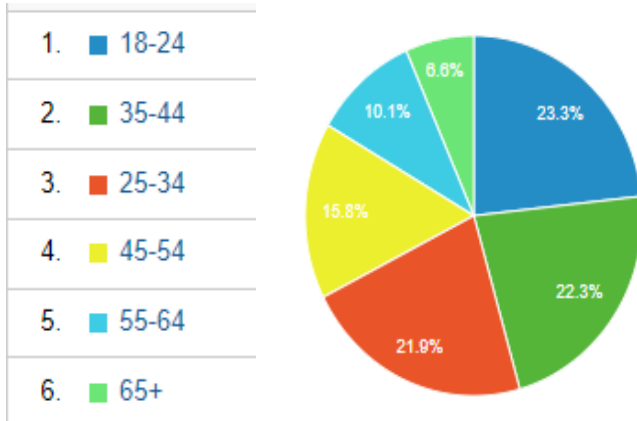
Users by Browser



## GENDER OF USERS 2022-23



## AGE OF USERS 2022-23



## Top 10 Landing Pages 2022-23

| Landing page              | Sessions      | Users         | New users     |
|---------------------------|---------------|---------------|---------------|
|                           | ↓ Sessions    | Users         | New users     |
|                           | 100% of total | 100% of total | 100% of total |
| 1 Home Page               | 9,763         | 7,410         | 7,150         |
| 2 /weekend-marketplace-2  | 8,990         | 7,265         | 7,229         |
| 3 /scholarships           | 4,055         | 3,142         | 3,016         |
| 4 (not set)               | 1,680         | 1,041         | 0             |
| 5 /donate                 | 775           | 721           | 697           |
| 6 /vc-promise             | 689           | 645           | 620           |
| 7 /contact                | 393           | 361           | 319           |
| 8 /graduate-alumni-signup | 329           | 268           | 255           |
| 9 /join-our-team          | 305           | 282           | 276           |
| 10 /foundation-staff      | 236           | 187           | 161           |

FY 2022-23 Google Analytics VC Foundation Website Audience Engagement (July 1, 2022—June 30, 2023)

## Top 10 Pages—Pages with Most Views Year Over Year

|    | FY 2019-20        |       | FY 2020-21       |        | FY 2021-22      |        | FY 2022-23 YTD         |        |
|----|-------------------|-------|------------------|--------|-----------------|--------|------------------------|--------|
| 1  | Home              | 6,203 | COVID Mrktplace  | 11,057 | Marketplace     | 14,499 | Marketplace            | 12,581 |
| 2  | Marketplace       | 4,299 | Home             | 7,559  | Home            | 11,128 | Home                   | 9,311  |
| 3  | Scholarships      | 3,321 | Marketplace      | 5,001  | Scholarships    | 4,829  | Scholarships           | 7,032  |
| 4  | VC Promise        | 2,464 | Scholarships     | 4,515  | VC Promise      | 1,550  | Donate                 | 1,673  |
| 5  | COVID Marketplace | 2,162 | Covid Updates    | 3,053  | Donate          | 1,262  | VC Promise             | 1,016  |
| 6  | Textbook          | 2,052 | Textbook         | 1,644  | Award Events 21 | 748    | Fdn. Staff             | 946    |
| 7  | Covid Updates     | 1,656 | VC Promise       | 1,956  | Fdn. Staff      | 664    | Contact                | 835    |
| 8  | Getting Started   | 1,528 | Donate           | 978    | Giving          | 657    | Giving                 | 748    |
| 9  | Award Events 20   | 982   | Award Events 21  | 888    | Contact         | 617    | Join Our Team          | 588    |
| 10 | Contact           | 578   | Blackbaud Breach | 831    | Day of Giving   | 576    | Graduate/Alumni Signup | 573    |

Ventura College Foundation Board of Directors  
**DEI ADVISORY COMMITTEE**  
Monday, August 14, 2023, 5:00-6:00 p.m.  
Foundation Conference Room, 71 Day Road, Ventura College

**MINUTES**

Directors Present: Bob Beilin-Co Chair, Mark Huff, Anne Paul King, Liz Kraus, Nicole Kreutz, Harald Wulff, Rob van Nieuwburg  
Community Member: Jessica Flores Esquibel (student)  
VCF Staff Present: Julie Harvey

**New Business-Report of Hate Speech Symbols for Sale at Marketplace**

Dr. Beilin asked Ms. King to brief the committee on the recent complaint from a customer. Ms. King provided the committee with the following documents:

- a. 8-13-23 Marketplace weekend report on the encounter between the customer and vendor as reported by Ms. Juarez, Marketplace Supervisor, and Campus Police on scene.
- b. VCCCD Board of Trustee and Administrative Policies #3430 on harassment that include mention of hate speech.
- c. Talking points developed by VCF PR Consultant for the college leadership, this committee, and VCF staff regarding the issue.
- d. United Nations website pages defining hate speech, how it is conveyed, that it is discriminatory and pejorative, and that it calls out real or perceived aggregate assumptions about groups and individuals based on their religion, ethnicity, nationality, race, color, descent and gender. There is no universal definition of hate speech according to the website as well.

Ms. King reported that current Marketplace policy does not include any policy regarding whether a vendor can sell items related to hate speech. A long list of other items are prohibited for sale by vendors. Though the rules never intended to invite the sale of items related to hate speech, the vendor is compliant with foundation rules and the law. In talking with the vendor in question Ms. King confirmed that the vendor had removed some items from his collection as requested by the customer who complained to him. The customer came back two weeks later and complained about additional items for sale in the booth. The vendor and Ms. Juarez reported that the vendor called on Ms. Juarez for help during this second visit by the customer as the vendor felt unsafe due to the customers actions and words while in his booth. This encounter was documented in the weekly marketplace report.

Ms. King asked that any policy be specific and measurable, that it would be fairly applied to all vendors, and that there would be attention paid to how this policy would be policed. Ms. King asked that the board request a college and district policy on hate speech so that the foundations, employees and vendors would not be the object of retaliation if members of the public viewed any

enforcement of new policies on hate speech as violating free-speech or politically motivated. Ms. King reported that aggression and retaliation had been experienced by Ms. King, marketplace staff and vendors during COVID when the foundation enforced a mask mandate. Mr. Beilin suggested that the board make a request to the college and the district to create a specific hate speech policy.

Ms. King reported that the customer has requested and confirmed a meeting with the college president regarding their complaint later in the week. Dr. Beilin asked to be included in the meeting given that the customer explicitly said that they wanted to remain anonymous to the foundation staff leadership. Ms. King said she would work with the office of the college president to include Dr. Beilin in that meeting to represent the board/foundation.

The committee engaged in a robust discussion on many issues related to the issue.

Mr. Huff said that students are able to bring concerns to the ASVC board which would in turn advocate for student needs with the administration.

The next meeting of the committee was set for August 30<sup>th</sup> from 5-6pm. The agenda for this meeting will include:

1. Looking at a draft of a complaint form that might be used at the Marketplace so that the foundation board could address complaints without requiring staff to police policies on top of their current responsibilities. Ms. Kreutz, Mr. van Nieuwburg, Dr. Beilin volunteered to work on this. Mr. Huff volunteered to put the form into an electronic format.
2. Drafting a procedure for the board to follow in addressing marketplace complaints especially regarding DEI or operational issues.
3. Drafting a procedure by the board to assess whether symbols are symbols of hate speech.
4. Language on hate speech to be added to the vendor agreement.

*MINUTES RECORDED BY ANNE PAUL KING*