

THE FRIENDS OF CHABOT COLLEGE
Board of Directors Retreat and Annual Meeting
Saturday, October 3, 2015 • 10:00 a.m. to 4:00 p.m.
Chabot College • 25555 Hesperian Blvd. • Hayward CA • 94545
Conference Room 727-A • Building 700 South

MINUTES

Voting Members Present

Chair Mark Salinas
Vice Chair/Secretary Pat Gacoscos
Ms. Marita Cheng
Dr. Hal Gin
Ms. Melinda Matsuda

Voting Members Not Present

Chief Sheryl Boykins
Mr. Obray Van Buren

Non-Voting Member Present

Dr. María Ochoa

Non-Voting Members Not Present

Dr. Susan Sperling
Ms. Connie Willis

Retreat

At 10:07 a.m., facilitator Mr. Hector Garcia, Promise Neighborhood Director, Hayward Unified School District. Hector coordinated a series of activities that resulted in the Board Members identifying the following goals and objectives for 2015-16.

After brief discussion the group decided to focus on the following order of activities in order to arrive at a comprehensive set of objectives for 2015-16.: 1. Warm up; 2. Individual goal setting; 3. Team goal setting; 4. Drilling down into the goals; 5. Closing reflection.

Individual Goals aggregated and expressed as Team Goal #1 “Financial Support for Students and Student Centered Programs” included: providing more general scholarships for students; helping students who need financial support; student centered support; student focused services for a diverse population; becoming the most creative and innovative team of investors for students.

Drilling Down of Goal #1 with discussion of the above created the following action statement and supporting activities: **The Friends of Chabot College will offer financial support for students and for student centered programs.**

Identified actions that will achieve this goal include: 1. Expanding the scholarship fund; 2. Making clear to the public the connection between the Foundation and the support of students; 3. Educating the Board more on types and amounts of scholarships.

Individual Goals aggregated and expressed as Team Goal #2 “Have a Stable and Sustainable Financial Base to Work From” included: raise a lot of funds to achieve the FOCC goals; tapping more contributors from the community; to be looked at as a stable place to invest in students; sustainability; create an endowment fund; stability.

Drilling Down of Goal #2 with discussion of the above created the following action statement and supporting activities: **The Friends of Chabot College will have a stable and sustainable financial base to work from.**

Identified actions that will achieve this goal include: 1. Establishing an endowment; 2. Continuing the fall gala event; 3. Creating a second special event fundraising activity; 4. Building an alumni base.

Individual Goals aggregated and expressed as Team Goal #3 “Promote the Educational Legacy, Goals, and Priorities of Chabot College and Inspire the Larger Community to Engage in Our Purpose” included: making alumni proud of being Chabot alums; promoting the educational legacy of Chabot; supporting the goals and priorities of the college; respect; engaging the larger community in our purpose; branding good will.

Drilling Down of Goals with discussion of the above created the following action statement and supporting activities: **The Friends of Chabot College will promote educational legacy, goals, and priorities of Chabot College, and inspire the larger community to engage in our purpose.**

Identified actions that will achieve this goal include: 1. Enhancing existing outreach tools that brand “the Friends”; 2. Conducting outreach activities via a speakers series; 3. Building connections with movers and shakers by hosting breakfast gatherings.

Closing Reflections as expressed by members:

- Not always about the money, also about generating goodwill
- Branding of the foundation and its members is key
- Low cost, less work actions can be quite successful
- Successful events are produced through personal networks
- Targeted and focused approach must be used to clearly sell the foundation
- A dual approach is required: fundraising and selling the organization
- ALL IS ACHIEVABLE!

The Retreat was concluded at 1:00 p.m.

1. Call to Order – Roll Call – Chair Mark Salinas

Chair Salinas called the meeting to order at 1:35 p.m.

2. Roll Call – Vice Chair/Secretary Pat Gacoscos

All voting members were present except for Mr. Van Buren and Chief Boykins. Non-voting members that were not present included President Sperling and Vice President Willis.

3. Approval of Minutes for June 24, 2015 Motion to accept minutes moved by Ms. Matsuda and seconded by Ms. Cheng. Motion passed with 5 Ayes, 0 Nays, 2 Absent

4. Approval of Financial Report for FY 2014-15

Ms. Nasi Raissian presented the annual financial report to the Board. She indicated that the tax reports to the Federal and State authorities will be completed and filed in time for the November deadline. **Motion to accept the financial report for FY 2014-15 moved by Dr. Gin and seconded by Ms. Gascocos. Motion passed with 5 Ayes, 0 Nays, 2 Absent**

Ms. Raissian further proposed to the Board that they consider modifying the gifts manual regarding individual gifts by requiring \$10,000 as a minimum contribution and that gifts of a lesser amount be assigned to a “bucket” for later distribution. One example of bucket assignments might be based on Divisions, i.e. Science/Math, Language Arts, School of Arts, etc. Assessment of fees was another proposal. Money that is held for five years without expenditure might not be assessed an administrative fee. As this is an agenda topic later in the afternoon, the members decided not to have a full discussion on these points at this time.

5. Action Items

Re-election of Board Members Gascocos, Gin, Matsuda, and Salinas

All four members indicated their enthusiastic interest in remaining Board Members. **Motion to re-elect Board Members Gascocos, Gin, Matsuda, and Salinas moved by Ms. Gascocos and seconded by Ms. Cheng. Motion passed with 5 Ayes, 0 Nays, 2 Absent**

Election of Officers: Chair and Vice Chair/Secretary for 2015-16

Dr. Gin nominated Mark Salinas to serve as Board Chair. Dr. Gin moved and Ms. Cheng seconded a motion to accept the nomination of Mr. Salinas and to close the nomination process. Motion passed with 5 Ayes, 0 Nays, 2 Absent

Dr. Gin nominated Pat Gascocos to serve as Vice Chair/Secretary for 2015-16. Dr. Gin moved and Ms. Matsuda seconded a motion to accept the nomination of Ms. Gascocos and to close the nomination process. Motion passed with 5 Ayes, 0 Nays, 2 Absent

Assessment of Administrative Fee for Contributions to the Friends of Chabot College

Ms. Raissian reviewed the rationale for applying a fee assessment to contributions: 1. Provides funds for covering a portion of the cost of administering contributions; 2. Acknowledges that there are costs associated with running the Foundation outside of the administration of gifts. Ms. Raissian proposed that the Board consider the following range of assessed fees:

- Gifts of \$100,000 or more – 3% of contribution total
- Gifts between \$99,999 and \$25,000 – 6% of contribution total
- Gifts between \$24,999 and \$5,000 – 8% of contribution total

Chair Salinas offered to develop in consultation with other Board Members a fees policy based on the above proposal and on the discussion regarding gift policy modifications regarding individual gifts, the assignment of “buckets,” and the proposal regarding a fee policy, which took place during the financial report at this meeting.

6. Board Members Remarks, Reports and Recommendations for Action

Foundation Gala – November 12 Mr. Van Buren was unable to be present for the meeting, but communicated to Dr. Ochoa that he is working on securing sponsorships for the gala, and would

like for other Board Members to be involved in the planning of the gala including sponsorship donors. However, to date he has secured sponsorship level gifts totaling \$23,000. Board Members were asked to assist with decorations, program, and menu planning. Ms. Matsuda offered to work on the decorations; Ms. Cheng agreed to work on the menu; Mr. Van Buren stated outside of the meeting that he will continue to work on the program.

7. Non-voting Members Reports

President's Report Dr. Sperling was not present for the meeting, and as a result there was no report.

CFO's Report Vice President for Administrative Services Connie Willis was not present for the meeting, and as a result there was no report.

8. Executive Director's Report

Scholarships continue to drive the contributions to the Foundation. Recent new scholarships are funded via Osher, Sategna, Leuning, and various alumni.

9. Adjournment

Chair Salinas adjourned the meeting at 3:54 p.m.

Respectfully submitted,

Pat Gacoscos, Vice Chair-Secretary

Any person with a disability may request this agenda be made available in an appropriate alternative format. A request for a disability-related modification or accommodation may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting to the Office of Development and the Foundation, 25555 Hesperian Blvd., Hayward, CA 94545, 510-723-7091, between 8:00 a.m. and 5:00 p.m. at least 48 hours before the meeting. Pursuant to Government Code 54957.5: Supplemental materials distributed less than 72 hours before this meeting, to a majority of The Friends of Chabot College Board will be made available for public inspection at this meeting and at the Office of Development and the Foundation located at 25555 Hesperian Blvd., Hayward, CA 94545 during normal business hours. Materials prepared by The Friends of Chabot College and distributed during the meeting are available for public inspection at the meeting or after the meeting if prepared by some other person. Documents related to closed session items or are exempt from disclosure will not be made available for public inspection.