

**THE FRIENDS OF CHABOT COLLEGE**

Board of Directors Meeting

Board Retreat

Friday, April 26, 2019 • 9:00 a.m.

San Leandro Marina Community Center • 15301 Wicks Blvd. San Leandro, CA 94579

**MINUTES**

**1. Call to Order – Chair Salinas**

Chair Mark Salinas called the meeting to order at 9:24 a.m.

**2. Roll Call – Vice Chair/Secretary Gacoscos**

**Members Present:**

Chief Sheryl Boykins

Ms. Marita Cheng (not present during roll call)

Vice Chair/Secretary Pat Gacoscos

Dr. Hal Gin

Ms. Melinda Matsuda

Chair Mark Salinas

Mr. Dale Wagoner (not present during roll call)

Ms. Yvonne Wu Craig

**Members Excused:**

Dr. Susan Sperling

Mr. Obray Van Buren

**Recording Secretary:**

Ms. Aubrie Ross

**Other Attendees:**

Dr. Renee Rubin Ross, RRR Consults LLC

**3. Public Comments**

There were no Public Comments made during the meeting.

**4. Ice Breaker – Group Activity**

The Board Members participated in a getting to know you group activity.

**5. Chabot Updates**

**a) Approval of Minutes from November 7, 2018**

The Minutes will be reviewed and voted through an electronic vote by the Board who were in attendance.

**b) Approval of Minutes from February 6, 2019**

There was one correction to the minutes.

Motion to approve the minutes with the one correction was moved by Mr. Wagoner and Seconded by Dr. Gin

Motion passed with 8 Ayes, 0 Nays, and 0 Abstention

**c) Chabot Update**

Ms. Wu Craig shared a slide presentation with the Board of the highlights from the Friends of Chabot College Accomplishments and Chabot College.

**The Friends of Chabot College Accomplishments**

- HSI 1:1 match of \$20,000 (\$57,000 currently in the fund, will have \$97,000 in investment currently once the 1:1 is received from the College)
- College Day Happy Hour, well attended by the faculty, classified & administrators. Plan to hold another Happy Hour during this year's College Day.
- Alumni & Friends Association An Excuse to Eat Pie Social, for 360 Alumni
- The FCC 5th Annual Gala, sold out the room, presenters from Chabot programs.
- Flex Day Dessert Social at the end of March Flex Day. Co-Sponsored event with the President's office. Raise exposure with the campus
- Spring Fling Flea Market Fundraiser, collaborated with the Student Life Office and El Centro. All funds raised went to HSI program. Raised \$1,000 which will be \$2,000 once matched.
- Scholarship 1,108 scholarship applications, 291 applicants, 60 scholarship reviewers, combined awards of \$99,500.

**The Friends of Chabot College Support to Chabot College Programs & Events**

- Chabot Athletics Hall of Fame Banquet
- Change It Now (CIN)
- International Night
- Campus Safety Challenge Coins

**The Friends of Chabot College Managed Fund**

- Administration of Justice
- Alpha Gamma Sigma Honors Society
- APIEA
- LUNA
- HSI/El Centro
- MESA/TRiO-STEM
- TRiO ETS
- Swim & Dive Team Annual Fundraiser

**Chabot College Updates**

- Forensic Team takes Gold at Regional Championship
- STEM student's robotics competition

- Nursing & Dental Hygiene has 98-100% passage board rate
- ECD received NAEYC Accreditation
- Administration of Justice receives POST grant \$170,603
- RISE grant \$113,636
- Facilities Master Plan will be presented to the Board of Trustees during the May 21 Board Meeting. Draft plan will be presented during the April meeting.

Chair Salinas shared that the new Hayward Library is given a lot of opportunities for Naming Opportunities. May want to think about that during the new buildings incorporating the Name Opportunities for the Foundation fundraiser.

The Board split into small groups and discussed what resonated, inspired them and also what they wanted to learn more about.

- Resonated/Inspired
  - Dream Center
  - Promote Administration of Justice, Nursing & Dental Hygiene programs on campus. Success at the High school. Degrees & Accreditation programs e.g. forensics team
  - Criminal Justice
  - Sheriff's Academy currently at LPC and would like to move to Chabot. Would like for it to stay at the District.
  
- Want to learn more about?
  - Dream Center – Yvonne shared that it is being utilized due to privacy concerns, Dreamers Club and outreach is communicating to community. Social Media as well.
  - ICE agents coming on site – Dale reported that there have been no reports or presence.
  - Facilities Master Plan presentation to the Foundation at a future meeting
  - Would like to have more clarification about where the money is going. Would like people to know about students and buildings naming opportunity. Naming Opportunities policy was discussed during the District Foundation for the policy to be put in place.
  
- Parking Lot
  - Policy for Naming Opportunities
  - How do 2-year community colleges stay connected with Alumni

## 6. Information Items

### a) Spring Fling Flea Market HSI Fundraiser

Ms. Wu Craig shared an update of the Spring Fling Flea Market. The Friends of Chabot College collaborated with the Student Life Office and El Centro. All funds raised went to HSI program. Raised \$1,000 which will be \$2,000 once matched. More importantly, the event was very well attended with families from the

community and Chabot gathering to purchase over 275 tickets to the inflatable obstacle course and carnival games, watch Baile Folklórico performances, and enjoy Micheladas and craft beers in the sun. We sold out of Micheladas and several food vendors sold out the food at their stands as well! Everyone was asking if we would come out again next month.

## **7. Financial Report**

### **a) Overview of 2019-2020 Budget**

Ms. Wu Craig shared the first proposed 2019-2020 budget which budget will be discussed further during the June 5 Board Meeting.

## **8. Review of Agenda**

Dr. Renee Rubin Ross discussed the agenda with several Board members and formed what the Board would like to learn. Overview of Board Interviews, priorities, Action planning.

## **9. Action Items (AI)**

### **a) Grant Acceptance: HMC Designing Futures Foundation Grant**

Ms. Wu Craig shared that the Foundation received \$5,000 grant for the Chabot Architecture program. The grant will support Chabot students who aspire careers in architecture and design. No conflict of interest since the Friends of Chabot College were working with HMC Foundation not HMC. Mr. Wagoner shared that he has worked a lot with HMC in the Measure B & Measure A, the Foundation is stable.

Dr. Gin moved to accept the agreement Seconded by Vice Chair Gacoscos

Passed unanimously

## **10. Overview of Board Interviews – Analysis & Recommendation**

### **a) Presentation, questions as needed**

The Board reviewed the document provided to them

Prioritization of new ideas from the Board Interviews

- Connect with Chabot Alumni
  - Mixers, receptions in the area to keep in contact with Alumni
- Marketing or Fundraising activities on campus
  - Do more – College Day Happy Hour, Flea Market, Beer & Wine booth
- Connect with more local communities in San Leandro, San Lorenzo, Castro Valley & Union City
  - Board member from one of those areas
  - Leadership San Leandro
- Speak with groups representing area business
  - Chamber of Commerce

- Increase Communications i.e. Newsletters
  - Highlights – share campus wide
  - Add to President’s monthly newsletter
- Crafts Fair with Beer & wine
- Raffle with a donated car
- Donor recognition lunch
- Spring event
  - Blooming Affair – City Hall event, small committees within board
- Piggyback on City of Hayward Dinner
  - St. Rose tent, maybe see if Chabot could use the tent on one of the days it is up. Collaborate with city on an event.
- Partner with local employers
  - Cal State East Bay refers to business for job exposure. Summer internships for Chabot students.
  - Scholarship sponsorship, related to Advisory Board
- Strengthen communication with College leadership
- Create Advisory Board
  - Get well known people within the Chabot College service area who could invite people they know to events.
  - The Board has already agreed to work on building an Advisory Board.

Ms. Wu Craig shared that this year she is part of Leadership San Leandro. The San Leandro Chamber puts on an event called Taste of San Leandro. Ms. Wu Craig will reach out to San Leandro Chamber CEO, Emily Griego to assist with potential Advisory Board members.

Criteria for priorities

- Money
- Practical
- Doable
- Fun
- Strengthen the Board
- Generates enthusiasm for Donors
- Sustainability over time

**11. Use Board Interviews – Analysis and Recommendations to create priorities for coming year.**

The Board top priorities that they would like to focus over the next year are the following:

- Connect with Local Communities
- Piggyback on City of Hayward White Tent event/ Donor Recognition Event
- Partner with local employers in the local communities

## **12. Action Planning: Mapping 2019-2020**

**The Board broke into small groups to map out the following two priorities:**

- **Connect with Local Communities**  
Ms. Matsuda, Mr. Wagoner, Dr. Gin, Ms. Cheng, Ms. Wu Craig
- **Partners with local employers in the local communities**  
Chair Salinas, Vice Chair/Secretary Gacoscos, Chief Boykins, Ms. Wu Craig

The Board created a visual Board of what they wanted to do for the next year.

## **13. (12 months): 2 small groups, each group create monthly or quarterly benchmarks**

**May/June 2019**

**Create prospect list, Chamber & employers, UC/SL Chamber**

Union City/San Leandro Chambers – Create a prospect list, meeting dates, chamber mixers, San Leandro Latino Chamber Alliance

**July/August 2019**

UC/SL Chamber

Meet w/chamber, Board – do a presentation

**September 2019**

Join the Latino Chamber Alliance

UC/SL Meet w/ Business Leaders

Tap into Chamber members for Sponsorships

**January 2020**

Ensure Active Memberships

**Make local community connections, Donors/Board Member involvement**

Davis Street Community Street, Dr. Susan Cota, Heidi Finberg – Ms. Matsuda

SLED: Linda Granger, Dr. Kristin Lima – Mr. Wagoner

Contact Kaiser – Ms. Cheng & Ms. Wu Craig (Leadership San Leandro)

Contact Steve Song, FH Dailey – Ms. Cheng & Dr. Gin

## **14. Lunch Break**

## **15. Board Composition**

- a) **Review Board Roles & responsibilities, discuss if need to revise in near future. Discuss names of potential new board members**

The Board will work in small groups and will bring back responses from potential board members. The Board will vote electronically in deciding to go forward with the Board Members for approval.

Advisory Board job responsibilities needs to be clarified and brought to the Board for review and approval.

Chair Salinas shared that if the Board becomes too large it will be hard to manage. The original intent of a small board was to get us off the ground and to generate money. He continued by stating that he would like to continue having a small

Board, adding more than 5 would be more work and may lose focus on the Foundation goals. The Boards goal for 2020 is to create a short list of prospective Advisory Board.

Vice Chair/Secretary Gacoscos shared that being a part of an Advisory Board is very minimal for the person and they are called upon when needed, and during special events.

Honorary Advisory Council

Ms. Wu Craig shared that Honorary Advisory Council can meet by holding hold phone/ email meetings to discuss strategies and to help in various situations.

## **16. Break**

## **17. Fundraising Training**

### **a) Presentation – what to do before, during, after solicitations Individual fundraising**

Dr. Renee Rubin Ross presented a slide presentation on Fundraising

#### **Identify**

- Money
- Approachable
- Desire
- Decision Maker
- Emotion
- Need

#### **Cultivate**

- What opportunities are there for the prospect to learn more about Chabot College?
- What are the prospects interests and motivations for giving?
- Relationship building takes time

#### **Solicit**

- **What questions do you have before making a donation**
  - What's your mission
  - What's the money going towards
  - Is it tax deductible
  - Will I be recognized
  - Who and how many will it benefit
  - How much are you expecting
  - What does your organization do
  - How much money am I prepared to give based on what ive heard
  - What will you do with my gift
  - Is the work you do and/or your mission truly unique
  - What kinds of problems do you solve

- How much time is this going to take
  - Will I get anything in return
  - Who else do I know who has contributed
  - How long have you been with this organization
  - Why should I trust you
  - Running at deficit
  - Generational differences
- **Why do people commit to large scale gifts**
    - They believe in the mission
    - Trust and believe in the person asking them
    - They are worried about their community and want to support
    - They want to make a difference
    - They were invited (asked) to contribute
- **Prepare for a conversation**
    - Make your own commitment
    - Know your own story of connection to Chabot college
    - Be knowledgeable
    - Know as much as you can about the persons you are approaching
    - Determine the amount range you're seeking
- **The Ask**
    - The need & the solution
    - How the person you're meeting can contribute
    - Proposal "I'm hoping you will join me and consider a gift in the range \$
    - Your silence
    - The response and conversation
    - Whether the answer is "yes", "no", or "maybe" be gracious and appreciative and agree on next steps.

### **Acknowledge & Steward**

- Thank the donors

### **Social Styles**

Some people are more analytical. Some are more social.

### **b) Draft elevator pitches**

The Board worked in small groups and drafted elevator pitches.

### **c) Role playing with feedback**

The Board shared their elevator speeches and received feedback from the group.

### **d) AAA framework**

- i. **Overview: A "Triple A Board"** A board with an AAA Rating is one where every board member is motivated to be an Ambassador, Advocate and/or



Asker—these boards thrive when there is a culture of philanthropy throughout the organization.

**1. Ambassador**

- Has made an appropriate financial commitment to the organization
- A role everyone needs to play
- Has key roles in cultivation of prospective donors and stewardship of continuing donor-investors
- Needs to be well oriented and coached in the message
- Master of the “elevator speech” (and the “elevator question”)
- Catalyst for donor renewal

**2. Advocate**

- Has made an appropriate financial commitment to the organization
- Accepts assignments for strategic information sharing (formal and informal) about the organization
- May advocate on a formal basis with city officials, foundation officers, another organization with which the organization is partnering or informally with colleagues or potential board recruits.
- Is informed about the case for support and understands the strategic plan and vision
- Coached on desired results of personal advocacy and handling objections

**3. Asker**

- Has made an appropriate financial commitment to the organization
- Enjoys sharing his/her enthusiasm for the organization and asking for investment
- Well informed, well trained
- “Matched” with prospective donors (or current donors) for maximum possibility of success
- Teamed with another board ‘Asker’ or staff leader
- Staff organizes the ask so the Asker’s focus can be on the single purpose of getting (or renewing) the gift
- Benefits from the work of the Ambassadors and Advocates

The Board was asked to identify which role applied to them. Ms. Wu Craig will bring the AAA overview to the next Board meeting to receive feedback from those who were not present.

The Board was given a handout to ask them to answer the following:  
*Over the next year I will approach the following people who I will ask to support/contribute to Friends of Chabot College.*

The Board will connect with the people and their contacts and arrange

meetings/invite to events.

The Board discussed possibly establishing a giving infinity group – Gift of Giving Level with amounts that have been given in the past based on Scholarship, and gala donations. Currently the Foundation has a matching opportunity with HSI which could be used during the ask. The Board would like some documentation to provide to potential donors when doing the ask.

## **18. Wrap up/ Closing**

Dr. Ross Renee thanked the Board, she is inspired by all the work that they do. Will share process' that will help the Board in the future.

Ms. Wu Craig will work with Board in the planning and how to prioritize the other areas of focus over the next year. Will use the contact names provided to arrange cultivation meetings. Ms. Wu Craig plans to do a check-in with the other Board members to see where they can lend their resources.

## **19. For the Good of the Order**

Dr. Gin thanked Dr. Ross for her time and the presentation. He shared that he felt the day was well spent.

Chair Salinas shared that it is always nice to take one day out of the year to have a Board Retreat to reflect and focus on goals for the upcoming year.

Vice Chair/Secretary Gacoscos enjoyed the food.

Ms. Wu Craig thanked the Board for their time and was happy to hear that it was a productive day. She continued by thanking Ms. Ross for all the time she puts in year round to support the Foundation.

**a) Next Board Meeting: Wednesday, June 5 @ 12 – 2 p.m., Board Room**

## **20. Adjournment**

Chair Salinas adjourned the meeting at 2:58 p.m.

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Minutes prepared by Ms. Aubrie Ross

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