

**Academic Senate Foundation for California Community Colleges Meeting Minutes November 18, 2016 10:00 am- 3:00 pm. Mission Inn |Riverside, CA**

Members in attendance: Virginia May, President; Adrienne Foster, Secretary; Craig Rutan, Treasurer; Lorraine Slattery-Farrell, Director; Julie Adams, Executive Director; Erika Prasad, Foundation Development Manager

**I**. **Welcome and Approval of the Agenda**

After a brief announcement on the new format, the agenda was approved.

Action item: E. Prasad will call for agenda items from the AS Directors, prepare the agenda, and provide supporting materials to the president and executive director before disseminating to directors.

Note: A request was made to schedule meetings ahead of time so that there is not a conflict in schedules for other events directors may be attending.

Action item: Set meeting dates during the January orientation and/or send out a calendar invite to plan meetings in advance.

**II.** **Review of the Minutes**

September’s Meeting minutes were reviewed.

**III.** **Fall Plenary Session Foundation Debrief**

a. What worked/what needed improvement? Members were generally pleased with the event. Directors received feedback that members preferred the program layout for Fall Plenary over the 2016 Spring Plenary’s joint conference.

Note: For Fall Plenary 2017, consider ticketing for reception. In addition, there will be a single reception, the president’s reception sponsored by the Foundation.

b. Crowdrise Area Competition

Pros: Members were pleased with the platform and though the goal of $7,000 was not met, the Foundation Area Competition was successful in raising $ 4,875 in funds. It was an easy-to-use platform and members enjoyed seeing results in real time.

Cons: Because the competition was open before Fall Plenary Session, Area D was able to get a jump start on the competition and continued a consistent lead throughout the plenary session. As a result, there wasn’t a real competitive aspect for other areas to contend for the lead.

Further discussion:

A request was made to plan ahead for the messaging behind the competition. Going forward, the messaging should promote the competition well ahead of session, but the Crowdrise page will not be open until the first day of plenary to avoid one area from having a significant lead at the start of the plenary session. To maximize the impact of smaller donations, a second competition was presented for the area with the most donations made. The winning team would receive another prize. Board members also requested to have the Crowdrise homepage displayed on the projector in the general session so that members could see the progress of the competition along with listed donor names. The page can be displayed during any “down time” for the conference (i.e. when food is being served before presentations) and just before the foundation president gives the annual report. It can also be included in a PowerPoint and during the reception if audio visual is present.

Note: Area Parties- After a brief discussion on role responsibilities, it was affirmed that if an area party is provided, ASCCC is responsible for supplying a space for the party, but the funding, food, etc. is up to the area.

c. AmazonSmile: did not generate enough funds to create a donation check.

Action item: E. Prasad to push out message for AmazonSmile Black Friday shopping via ASCCC social media platforms..

**IV.** **Foundation Structure**

a. Mission: After reviewing the mission statement, it was agreed that there would not be any changes made to the content because the broader message allows more opportunities to seek out grant funding. There was also discussion on adding a section on website on “Purpose” to include research components.

b. Roles and Responsibilities: The organizational chart was introduced and every section of the chart was reviewed in the meeting. There was consensus that the chart provided clarity on the roles and responsibilities. It clarified that the executive director and Foundation staff will be responsible for logistics and day to day operations. The priorities of directors are decision making and fundraising.

Note: Any time there is a logistical change that is discussed between staff and the Executive Director, it is the responsibility of the Foundation staff to update the Directors for consistency in communication.

Action item: J. Adams to provide more clarification on what documents the secretary role should have access to beyond the meeting minutes (i.e. articles of incorporation). Otherwise, the secretary position may also be edited to reflect current responsibility.

c. Budget: Discussed the need to have a formal budget along with priorities that can be measured. After reviewing the expected budget, it was made clear that the Senate cannot continue to absorb the Foundation costs. The question of sustainability was discussed and other areas of fundraising, including: grants, individual giving, and sponsorships were proposed as options to generate additional revenue. Because of the need for increased revenue, the sponsorship funding was increased to $9,000. E. Prasad discussed the significance of inviting vendors that have proper alignment with the Senate and Foundation missions and values to ensure organizational integrity.

Action item: E. Prasad will provide a brief statement regarding relationship building with vendors for the January Executive Committee meeting that will be included in the Foundation report.

The possibility of partnering with allied organizations such as the Faculty Association for California Community Colleges (FACCC) and the Foundation for California Community Colleges (FCCC) were brought up. Foundation staff and directors briefly discussed an opportunity to partner with College Buys, a subsidiary of the FCCC that is requesting to have more exposure to local academic senate presidents. Foundation staff are in the process of negotiating a deal that currently is being offered by College Buys: for every CA Connects 12-month subscription sold ($19.99/month value) a dollar will go to the Foundation.

Action item: J. Adams will provide a revised budget at January’s meeting. J. Adams will be charged with implementing the budget.

d. Strategic Plan: The plan will be a standing agenda item that will be attached along with the agenda. E. Prasad updated Directors on the current progress of the marketing and fundraising plans and projected a completion date by January’s meeting.

Action Item: J. Adams will update Executive Committee in May on the progress of the Foundation Strategic Plan.

e. Social Media: Directors agreed that the audience on social media is not the primary donor audience. Thus, there is no need to have a separate platform to disseminate messaging on behalf of the Foundation. Instead the Senate’s social media platform will continue to disseminate messages on behalf of the Foundation.

Action item: There is a Foundation listserv that includes past donors that E. Prasad will update to reflect current donors (including Crowdrise contributors) and use the listserv as the primary tool for donor messaging.

f. Website: Reviewed by directors.

Action item: Foundation staff to list names of Crowdrise and C-ID donors, remove sponsorship levels, upload current Annual Report, and add the Purpose of the Foundation under the Mission Statement. A request has been made to the site administrator.

g. Fundraising (Grants) - Was discussed briefly and moved to section VIII.

**V.** **Professional Development College (PDC)**

a. Director Responsibilities: What is the role of the Foundation board in relation to the PDC? J. Adams explained that the Foundation functions as the brand for the PDC. The Foundation may also assist with funding support and research to further the programs.

b. Leadership Academy: The same reasoning used for the PDC is applied here as well.

c. Update on Courses: The ASCCC Executive Committee would oversee and discuss in more detail course development and all other programmatic aspects of the PDC and Leadership Academy.

d. Website: Possible areas of improvement were discussed including adding a subsection to the ASCCC site. One suggestion was to move the PDC section and include it under events. Placement and consistency in branding/communication will be brought up to site administrator.

**VI.** **Spring Fling Planning**

a. Dinner/dance: It was agreed that there would be a dinner provided, as was done the first two years, instead of hors d’oeuvres provided last year. It was recommended to have a buffet style dinner. A brief overview of location was discussed.

b. Table Sponsorships: Will be pursued again at this year’s Spring Plenary and has historically been favorable to members.

c. Silent Auction: After reviewing the amount of staff time and resources that are spent on the silent auctions, it was suggested to discontinue this fundraising project. It will be discussed further at the January Orientation.

d. Raffle: It was agreed that the raffle was successful and feasible to continue for this year’s session. Members enjoyed having raffle tickets to see how many more they purchased, again, introducing a similar competition. V. May suggested that instead of having one gift per item, that the winning ticket would allow members to select from a series of prizes without the bidding aspect of the silent auction.

Action item: J. Adams will present a budget for the Spring Fling at the January meeting and will check with the accounting team to confirm we are able to meet the guidelines for raffles/silent auction.

e. Other Fundraising Opportunities: E. Prasad presented individual giving events such as the annual Big Day of Giving and #GivingTuesday. The Big Day of Giving is May 4th and will be included as a fundraising project in the fundraising plan that is currently being developed.

Action item: E. Prasad will send out a social media message for #GivingTuesday via Senate platforms.

**VII.** **Legislative Event**

The Senate is developing a legislative event for liaisons, approximately 150 people. The event would include a tour to the capital and a chance to meet with legislators/aides. It would also cover educational pieces such as how a bill is created and effective visits with legislators. This is event is planned to take place the evening before the Leadership Institute, June 2017.

The Foundation discussed sponsoring a reception where legislative members would be able to network and speak at the event. Possible funding ideas for the event were to reach out to Napa Valley/Santa Rosa tech program to sponsor the wine. Other vendors discussed were credit unions such as Schools and Golden 1.

Action item: V. May to provide contact information for Golden 1.

Requests were made from directors on talking points for seeking out funders.

Action Items: J. Adams to provide resource from designated board member site. E. Prasad to include fundraising toolkit with talking points in fundraising plan.

**VIII.** **Research Projects**

a. Impact of Faculty: Working with Rich Hansen from FACCC who will deliver paper.

b. Effective Practices for Hiring Diverse Faculty: The proposal from EDAC was reviewed and discussed. The Foundation will continue to discuss and possibly research/seek grant funding to support the research.

Action item: J. Adams to discuss with Cleavon Smith and Randy Beach about the Foundation’s role in funding the project. J. Adams will follow up with representative, Theresa Tena from The Institutional Effectiveness Partnership Initiative (IEPI).

c. Student Learning Outcomes (SLO): Directors discussed this project and confirmed that it is not ready for the general faculty. Currently this project was presented in a PowerPoint from the Research Planning (RP) Group. Director found the RP groups presentation problematic because the ASCCC was not brought in to the discourse.

Action item: J. Adams will raise concerns about RP group to the ASCCC Executive Committee. The Foundation will hold off on discussing further.

d. Holistic Approach to Professional Learning: C. Rutan forwarded to IEPI.

e. Others: Directors agreed to follow up with the ASCCC Executive Committee for more research opportunities.

f. Grant Priorities: were discussed in general.

**IX.** **Foundation Orientation**

Directors requested and agreed to have some down time during the 2-day orientation to get to know the new directors and network.

Action item: E. Prasad to work with staff on securing a place for dinner on January 12th.

**X.** **Next Meeting**

January 12-13, 2017 at the Mission Inn| Riverside, CA.

**XI. Future Agenda Items**

No items were discussed.

**XII. Adjournment**

The Foundation meeting was adjourned at 3:00 p.m.

Respectfully Submitted,

Erika Prasad, Foundation Development Manager