

DRAFT

**SAN BERNARDINO VALLEY COLLEGE FOUNDATION
MINUTES
MAY 12, 2011– 4 p.m.—President’s Conference Room**

SBVC Foundation Members Present

Stephanie Cereceres
Dr. Debra Daniels
Steve Sutorus
Lynda K. Savage
Frank Ferré
Rich Beemer
Dr. Amos Isaac

John Futch
Dr. Don Singer
Mark Seay
Lew Warren
Brian Townsend
Liza Wilson
Leslie Rodden

SBVC Foundation Members Absent

Lois Carson
James Ramos
Paul Shimoff
Beverly Powell

Keith Lee
Ron Skipper
Judi Penman
Bob Temple

SBVC Foundation Staff Present

Donna Hoffmann

The meeting began at 4:05 p.m. with self-introductions.

I. Discussion & Adoption of SBVC Mission, Goals & Objectives

Stephanie Cereceres reviewed the SBVC Mission/Goals/Objectives which were covered at the SBVC Foundation Board Retreat on April 14, 2011. There were minor changes to the document to reflect the discussion at the board retreat:

Goal 1.2 Action Step #2 was added. (Enhance Affiliate and/or Emeritus membership for termed-out members to stay involved.)

Goal 1.3 Measure of Success #2 was added. (*Quorums* at committee meetings.)

Goal 2.5 Persons Responsible (Board members were added for sending thank you notes to donors.)

The Board discussed instituting term limits (Goal 1.2) and expressed concern about losing valuable members, but also wanting to ensure the board could bring on new members with a fresh perspective and ideas.

Rich Beemer moved, Brian Townsend seconded: Beginning July 2011, the Foundation establish term limits of two consecutive three-year terms. Board members may then serve as an Affiliate or Emeritus member. Affiliate members may be invited to serve again after one year hiatus. All current board members are considered in their first term. MOTION APPROVED.

Don Singer moved, Lynda Savage seconded: The SBVC Foundation Mission, Goals & Objectives be approved as presented. MOTION APPROVED.

II. Fundraising Committee Report

Rich Beemer reported that the Fundraising Committee met on Monday, May 9 to begin planning events for the 85th Anniversary.

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1. Golf Tournament—NTD Architecture has agreed to help facilitate.
Scheduled for **Friday, September 16** @ San Bernardino Golf Club
11:30 a.m. Registration
1 p.m. Shotgun Start
\$95/person
2. 85th Anniversary Gala
Scheduled for **Friday, October 21**
85 People of Distinction to be selected.

The Board discussed the pros and cons of holding the event on or off campus. Consensus was to have it on campus as a way to showcase the changes on campus. The committee will research the possibility of having the Sheriff's Department help with catering as that is one obstacle to holding the event on campus.

III. Institutional Awareness Committee Report

Leslie Rodden reported that the Institutional Awareness Committee met on Wednesday, May 11 and shared a report from the committee (Attachment). The committee will meet again on May 20.

The meeting was adjourned at 5:10 p.m.

Respectfully Submitted,

Dr. Debra S. Daniels, Secretary

**San Bernardino Valley College Foundation
Institutional Awareness Committee Meeting**

May 11, 2011

at

**San Bernardino County Superintendent of Schools
3:00 – 4:00 p.m.**

Notes

Draft of Purpose of Committee:

Draft #1 To assist in and leverage resources and human capital for communicating to the public, including K-12 students, about the programs and events that San Bernardino Valley College Foundation supports.

Draft #2 To communicate to the public, including K-12 institutions, about:

- San Bernardino Valley College – its academic and non-academic programs and events, specifically the Valley Bound program
- The SBVC Foundation and its purpose and events

Draft #3 To communicate to the public about San Bernardino Valley College Foundation, its role and programs and events by:

- Networking at community events
- Distributing information
- Conducting presentations
- Leveraging resources for communication purposes

Ideas

1. Establish a Speakers' Bureau with Board members
 - Be a part of the SBVC speakers team
 - Each Board member selects at least one day a year to speak on community or professional organization
2. Access to SBVC exhibit booth (if exists) for special events that the committee or Board members are aware of
3. Wear a "two-hat mentality," i.e., always keep in mind how, as a Board member, we can advocate for SBVC in whatever meetings or events we attend.
4. Meet with the Marketing Dept of SBVC as well as Clyde Williams to explore the development of a new video that can be shown during college and career nights at local high schools, highlighting student and alumni testimonials as well as quality faculty and the positive choices of selecting a community college over a CSU/UC for

the first 2 years. Students can also participate in these college and career nights and give their testimonies about the college. The committee will get the dates of all college and career nights and submit them to appropriate contact in order to strategically plan which students will speak at which high schools.

5. Develop or access current website that will highlight the work of the Board and showcase students, alumni and faculty.

6. Use new technology to communicate about the college, e.g., twitter, face book/ Use Valley Bound students to twitter to high school students about “a week in the life of a college freshmen” and rotate the task to other students throughout the year. Students earn service-learning credits. Valley Bound or SBVC students could help with the development of the new technologies for communication and earn credit. Develop bookmarks to distribute to students during College and Career Nights that give URL of face book and twitter.

7. The college PR dept can feed all the hand pieces to the committee and the Board members that communicate about the events and programs of SBVC.

8. Use any newsletters from the associations/institutions of the Board members to communicate about SBVC and its programs and events.

9. Expand our communication to one another on the Board to share about events, meetings and resources that other Board members may want to attend.

Next meeting – May 20, 2011 from 1-3 p.m., at SBCSS, Conference Room B, to develop action plan and timeline.

Meet approximately every 5-6 weeks for continued updates on attainment of activities identified in action plan