

**SAN BERNARDINO VALLEY COLLEGE
FOUNDATION MINUTES**

November 19, 2014 – 5:00 p.m.

Valley College, President's Conference Room ADSS-207

SBVC Foundation Members Present:

Rich Beemer	Lois Carson	Stephanie Cereceres
Dr. Gloria Fisher	Gloria Harrison	John Futch
Patricia Hinojosa	John McMahon	Beverly Powell
Lynda Savage	Paul Shimoff	Donald Singer
Barbara McGee	Jose Torres	Brian Townsend
Dr. Greg Zerovnik		

SBVC Foundation Members Absent:

Bruce Baron	Eloise Gomez-Reyes	Dr. Katy Henry
Dr. Jeremiah Gilbert	Nancy O'Kelley	Judi Penman
Dr. Ruth Sandlin	Mike Stull	Danny Tillman
Lew Warren	Evlyn Wilcox	

Guests Present:

Chris Looney, CCS

SBVC Foundation Staff Present:

Kevin Dooley, CCS

Laura Gowen

I. Call to Order:

President Lynda Savage called the meeting to order at 5:00 p.m. At this time, Lynda also presented Dr. Fisher with a beautiful plant/flowers and congratulated her on the recent appointment as the 14th President of San Bernardino Valley College.

II. Welcome & Introductions:

Approval of minutes from September 19, 2014. Rich Beemer motioned to approve, Gloria Harrison 2nd. Minutes approved.

III. Inside SBVC: Kenny Melancon, Diesel Program

Lynda Savage introduced Mr. Melancon of the Diesel Program. Mr. Melancon shared the focus of the diesel program and how it is becoming competitive with other for-profit programs in our area. "We are the only Community College with this program and while it will cost a student approximately \$3,500 to complete the 1 ¼ year program (full time enrollment) a comparable program would cost a student \$35,000 if taken with our competitors." Further, Mr. Melancon stated that the program is on track with the state to offer an Associates in Applied Science degree (A.S.) and would be the first in the state at the community college level. When a student is finished, Mr. Melancon shared that the college has job placement agreements with local and regional employers. These agreements are proving to be very lucrative for our students.. Diesel technicians can have a starting salary ranging from \$35,000 to as high as \$48,000.00.

Some of the needs for this program would include learning modules (engines and chassis) as well as some outreach assistance. Besides having just completed the first articulation agreement with a local feeder high school, Mr. Melancon is also working on development of apprentice programs with various local vendors such as RDO and Johnson Machinery.

IV. SBVC President's Report:

In preparation for the coming meeting, Dr. Fisher will be presenting the reports that are prepared for our campus' board reports to the Board of Trustees. These reports are full of information pertinent to the Foundation and offer a good representation of what is going on campus.

- a) WASC Accreditation: "We have just completed our visit from the WASC team who is responsible for our accreditation procedures. Our visit went very well with 4 commendations and 1 "ding". This "ding" has to do with our program level SLO's (Student Learning Outcomes) and we are busy rectifying this area of focus. The final report will be ready from WASC and the findings will be shared. Overall we did very well."

- b) FTES: “For this year we are right on course with last year’s numbers (9,901 Full Time Equivalent Students). This is close to the number needed in order to become a “mid-sized” college but things are still being worked on and considered regarding making this move. “
- c) Financial Aid: “According to reporting numbers coming out of Financial Aid, it appeared, at first glance, that roughly 90% of our students are receiving some form of financial aid. However, in looking at this number and evaluating the reporting methodology, it may be more accurate that 50% of our students are receiving some form of financial aid.

V. Committee Reports:

a) Finance / Patricia Hinojosa:

1. The Finance Committee is making slow but steady progress on reviewing the current Investment Policy. Available today for review is the DRAFT policy with proposed changes noted. This policy will be approved in January so now is the time to take a look and make suggestions as we move forward.
2. Further, over the past 10 years we have paid approximately \$500,000 in fees to our current investment firms (2) with very little communication or investment in turn from them. Therefore, we will be reviewing RFP’s for new investment firms in the coming months.
3. Paul Shimoff made a comment about the formula which Mrs. Hinojosa agreed. Patricia Hinojosa motioned to approve the “draft” and Paul Shimoff 2nd the motion.

b) Board Development / Lois Carson:

1. **Board Member Qualifications & Responsibilities documents:**

Ms. Carson presented the draft of this document to the board. There was some discussion regarding the levels of giving and the ability of those who may not be able to give at these levels of \$1,000 annually and \$1,500 from other sources such as event sponsors, family, fellow alumni, friends of the college, etc.... The main concern expressed is that Foundation may overlook people who would bring something else of value to the board and that we would lose out on those gifts or skills. The board felt that this would not be the situation and that potential incoming board members would be looked at on an individual basis.

The motion was made by Don Singer to remove item #12, which stated "Make a campaign gift commensurate with capability." Lois agreed and motioned to approve, Paul Shimoff 2nd the motion.

2. Board Nominating Policies Document / Request for Board Nominees

Lois Carson presented this draft policy. It is meant to be a guide for which future board members are to be recruited, evaluated and if appropriate, offered to join the board. There was very little discussion. Lois Carson motioned to approve and Paul Shimoff 2nd the motion.

Ms. Carson's closing request what that members "go forth and find good candidates to nominate for membership on the board".

c. Fundraising / Dr. Ruth Sandlin:

Dr. Ruth Sandlin was unable to attend; Gloria Harrison presented her agenda items.

1. Auditorium Event Results:

We were successful in raising \$7,795 from tickets sales and sponsorships. There will be more talk about possibly continuing with this event but with a much smaller group to present in order to bring pricing down.

2. **Gift for Valley Bound:**

This year's support for the Valley Bound Program will be three times what was given last year by the San Manuel Band of Mission Indians. According to the agreement with the tribe, we are not to publish or discuss this information until the legal documents are signed, and the press release is out. Paul Shimoff commented that this was an amazing gift and thanked the foundation staff for the work involved.

3. **Upcoming Events – March Event / April Golf Tournament:**

The fundraising committee is still discussing the new event proposed for March (Beer & Food Truck event). The RFP to all local golf courses who may be interested in hosting our 5th annual tournament. We expect to get the proposals back no later than December 5th. All agree that it would be nice to keep it in town but also agree that the best price that produces the most return will be considered.

4. **Athletic Complex Campaign:**

We are working on this large campaign which is expected to produce \$1 million over the next two year towards the new Athletics Complex. The board will have a role in recruiting volunteers, engaging donors and gaining the support of local businesses.

5. **Planned Giving / SBVC Legacy Society:**

Kevin Dooley is working on formal promotional materials such as a brochure. Wording on the brochure will be reviewed by the Executive Committee prior to January's meeting. Additionally, the Fundraising Committee has suggested that the name should be called the "SBVC Legacy Society." Any alum, faculty or staff, or friends of the college who share with the Foundation that they have included the college (Foundation) in their estate planning are members of the society. Benefits are still being discussed.

V. Institutional Awareness / Dr. Greg Zerovnik:

Dr. Zerovnik was approached by Kevin Dooley to serve in this capacity for the purpose of getting the news out about the Foundation and it's activities. Dr. Zerovnik requested a volunteer from the board to assist. Kevin and/or Greg will follow up with Brian Townsend for interest in serving in this capacity.

VI. Directors Report: Kevin Dooley

- a. **Fundraising:** We have raised \$379,795 and are in line with our goal of raising \$750,000 for the FY 2014-2015. This is more than three times over where we were at this time last year. Board giving is up 52% (12 of 23 board members are giving) which is great news over what we've done in the past.
- b. **Database Management and Update:** Over the last few months our office has been hard at work getting our donor database up to date and cleaned up. Laura had a Job Corps employee working on calling approximately 900 contacts to update their contact information and get that information updated in the system. Laura has also been working on and receiving in depth training on our data system. This is a very tedious and arduous process but is pivotal in moving forward with our giving processes and activities.
- c. **Research of Philanthropic-Minded Community Members:** Kevin has been researching local prospects and will be approaching board members over the next few weeks with these lists to see who you may know and set up meetings with them.

VII. New Business:

Lynda Savage shared an email received from Laura from an alumni requesting support for one of our athletes. The details were briefly discussed and the board would like to adopt a new policy to be put into

place to be prepared in the future for such requests and to establish an “emergency” fund just for situations such as this.

Rich Beemer motioned to approve a one-time gift of \$500.00 for a bookstore gift card, Paul Shimoff 2nd. Paul further requested that the Executive Committee receive such requests prior to Board meetings, so such items can be decided by the Executive Committee if it is worth bringing to the attention of the entire Board.

VIII. New Business:

Gloria Harrison, referring to the Board of Directors table which was handed out, requested clarification on board terms.

IX. Adjourn:

The meeting was adjourned at 6:40 p.m.

Respectfully submitted,

Dr. Gloria Fisher, Acting Secretary