



MINUTES

REGULAR MEETING of the BOARD of DIRECTORS December 8, 2011 - 7:00 A.M.

MISSION STATEMENT: *Enhancing Educational Excellence*

Directors Present: Don Nydam, David Raley, Gloria Harrison, Charlie Ng, Lynn Baldi, Donna Ferracone, Cheryl Cox

Directors Absent: Marie Alonzo, Joanna Averett, Daniel Bahner, Judi Battery, Gordon Clopine, Bill Nassar, Ray Quinto, James Ramos, Bob Temple, Claire Marie Teeters, Gene Wood

Staff Present: Cheryl Marshall, VP of Instruction; Cheryl Bardowell, Dir of Resource Development; Karen Childers, Dir of Grant Development & Management; Ericka Paddock, Dir of Student Life; Betty Jo Wood, Admin Secretary.

Guests: Aaron Contreras, ASCHC VP of Internal Affairs; Jaelin Palmer, CHC student.

1. Call to Order & Opening Comments - Pres. Don Nydam

- Don welcomed board members and introduced new staff and guests. He thanked everyone, most notably Gloria Harrison, for her leadership during a challenging period.
- He noted that, despite tough times and a lack of money, there is "a lot going on" at CHC and on the Foundation, including the Estate Planning Council event in October and the Heritage Tea in December.
- He applauded the work of the Strategic Planning committee, chaired by Charlie Ng, and concluded by saying, "If we work the plan, the money will come."

2. College Happenings – Gloria Harrison Gifts to the College

Gloria's report included the following:

We are closing out fall semester. It's an exciting time, with the anticipation of fire academy, paramedic, respiratory, EMT and graduations all coming up. The first final exams will be administered on Saturday, December 10.

- We have celebrated the groundbreaking of our seven-acre solar farm. It will be an essential component of our sustainability plan and will reduce utility costs
 - The parking lots are nearly finished, and campus lighting is greatly improved. The City of Yucaipa will finish paving their part of the road.
 - An automated sign will be installed at the intersection with Sand Canyon Road, at the east end of the campus.
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- In the next 1 ½ years, there will be three new buildings: a science building, a new OE-2 and the Crafton Center.
 - The former library is now a meadow. The Crafton Center will be built on that site, will house the book store, administration offices, the student life center, and a “grab and go” food service of some sort.
 - We will be taking field trips to other institutions to take a look at their science labs, and using the features we like to design our own.
 - Gymnasium space will be restructured to accommodate more wellness & exercise programs.
 - There will be solar panels installed at the aquatics center solely for pool heating.

Gloria concluded her report by stating, “There is a lot of change throughout the state at the moment – we have to speak up as we see some of the reforms in the making, and not just passively let them be. It’s interesting times, very challenging times, and a tremendous opportunity to help shape the future.”

3. Minutes of the Meeting of September 15, 2011

It was Moved by Donna Ferracone, Seconded by David Raley, and unanimously carried, to approve the Minutes as written.

4. Chief Financial Officer’s Report – Charlie Ng

In discussing the *Balance Sheet Previous Year Comparison*, Charlie reported that the Foundation has had a “normal” period of assets, with the notable exception of the gift from Krasovec Irrevocable Trust. That donation of an estimated one million dollars will literally double the assets of the Foundation.

Financial Recap – He re-iterated that a lot of our income during the course of the year is fairly small, with the Gala providing additional income. Cheryl reported that the year-end giving appeal is already generating donations.

It was Moved by Lynn Baldi, Seconded by David Raley, and unanimously carried, to accept the Chief Financial Officer’s report.

5. Strategic Plan Update - Charlie Ng

- Committees
- Responsibilities

Don distributed information in regard to the committee make-up and to the responsibilities of directors who will be asked to be “conveners”. Charlie discussed the process whereby the committees were defined, and stated that they will identify the procedures and actions required to accomplish the goals of the committee. The convener letter was distributed and discussed and Charlie added that the committees are not limited to the names listed, but that the board would welcome others who may have interest and a skill set that would work to the advantage of a committee. Don indicated to Ericka that he would like to have students on the committees.

6. Fund-raising Goals and Objectives – Don Nydam

Cheryl Bardowell drew attention to her historical fundraising report, pointing out that the database of potential donors & alumni had grown from zero in 2007, to just over 13,500, at present. She stated that since the Title V grant was awarded six years ago that allowed for the development of a Resource Development Department, results include the following:

- A number of approved policies and practices have been the result.
- Good audit and review practices are in place.
- Scholarship thresholds and guidelines have been established.
- Donor recognition has increased through donor walls on campus, appreciation events, etc.

Don drew attention to the report submitted by Cheryl Bardowell, which illustrates “historic fundraising and capacity-building results over the past 3-5 years under Title V co-op.” He then distributed his own proposal Foundation goals for the next five years, as to both dollars raised and staffing.

7. Resource Development Report - Cheryl Bardowell

Cheryl distributed copies of the letter, rate sheet and ad placement sheet that comprised the package soliciting tribute book ads. 370 were mailed, and two ad sponsors have already taken advantage of the 10% discount offered for response by December 20. The District and both campuses have received the information via e-blast.

She concluded her report by reading the letter she has presented to and to the District Board of Trustees, announcing her retirement, effective December 30, 2011. Don thanked her for her service, noting a direct correlation between staffing and the money brought in. He added that Cheryl has brought the Estate Planning Council and estate planning possibilities into our potential for “mining the gold” of planned giving. Gloria related that she had wanted a development office for CHC, and the Title V grant had provided the funding for that office. She said, “We have come from a place of just looking over scholarships to having a plan and implementing it. It takes a lot of relationship-building. It has changed our mindset regarding what kinds of things must be done to produce the development work necessary.”

8. Upcoming Dates of Note

Annual Gala Dinner & Auction – March 31, 2012 – NOS “Renaissance Ballroom”

Don reminded the board of Directors' obligation in regard to table sponsorships and opportunity drawing baskets, and our goal of \$150,000.00. All were encouraged to share the information about the tribute book with others who might be interested in placing a tribute ad.

9. Other –

Per Karen Childers, there was a \$247,000 submission last month, applying for a grant called "Left Lane", designed to help accelerate the remediation process.

David suggested that we seek a grant to provide for faculty to write their own open source text books. Karen has talked with Glen Kuck, and is on the look-out for a grant that would provide that funding.

It was Moved by Gloria Harrison, Seconded by David Raley, and unanimously carried, to approve \$1,000.00 to be awarded as two \$500.00 scholarships to the new Redlands High School, Citrus Valley. These will be available on an ongoing basis, effective May 2012.

10. Adjournment – Don Nydam

Next Meeting Date: REGULAR MEETING - Thursday, March 15, 2012 – 7:00 A.M.

CRAFTON HILLS COLLEGE CAFETERIA