



Foundation Board Meeting

Executive Session: 2:00 p.m.

Wednesday – May 25, 2016

Meeting Location (See map)
Cravens Multi-Purpose Room

BOARD PACKETS ARE REQUIRED AT EVERY MEETING.
Please bring yours.

Our Mission:

The mission of the Foundation is to enhance the quality of education by advancing the College of the Desert through building relationships, securing philanthropic support and stewarding assets.

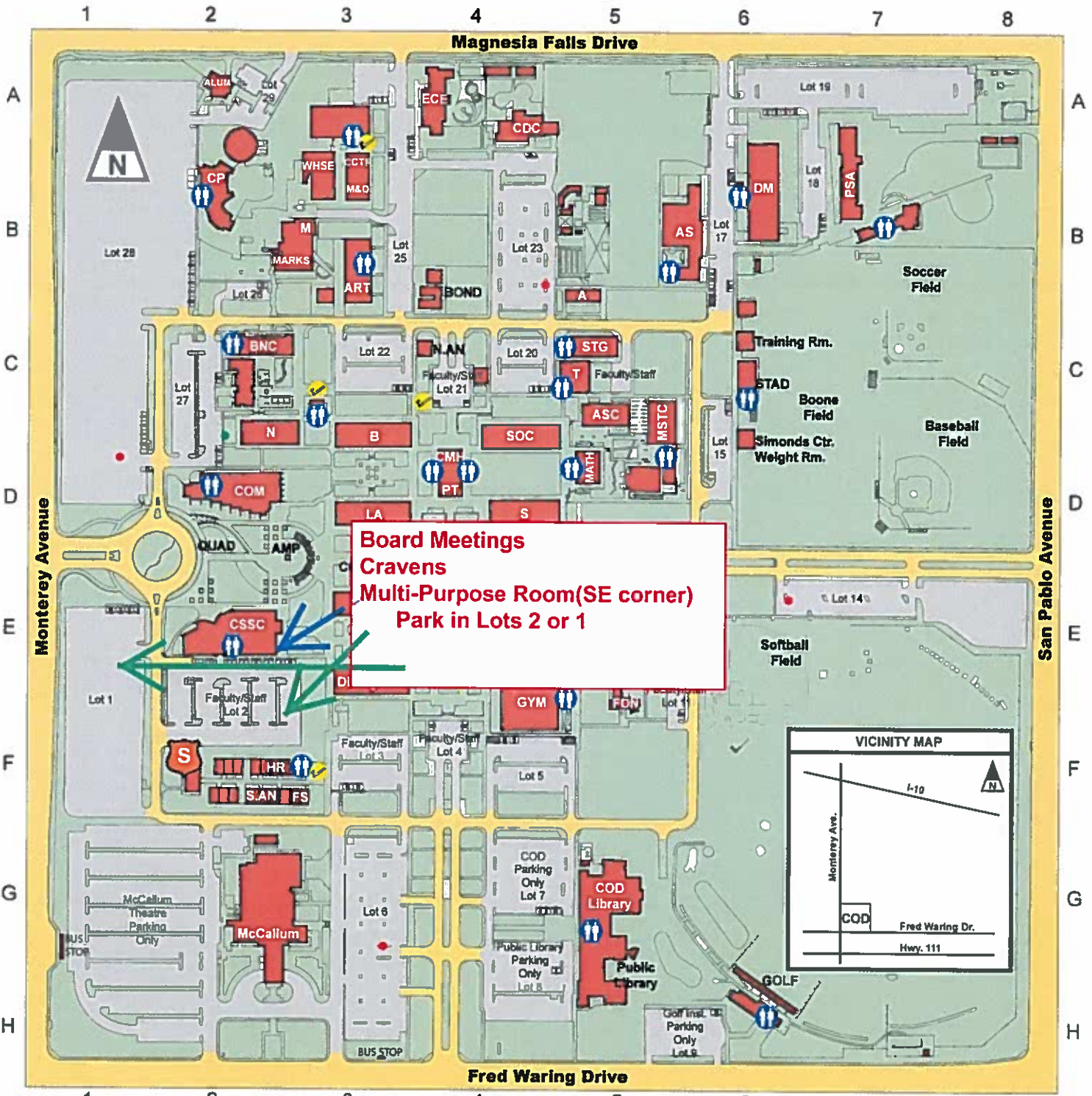
Our Vision:

To positively impact the lives of students who are striving to achieve a purposeful education and to enhance the communities of the Coachella Valley and the region.

Core Values:

- ✓ Accountability
- ✓ Integrity
- ✓ Service Excellence
- ✓ Trust

Important Notice:
All meetings will be recorded



 **COLLEGE of the DESERT**

| | | | | | | | | |
|------------------|--------------------------------------|-----|-------------------------------|------------------------------------------|-----|---------------------------------|-----------------------------------------|----|
| A | Agricultural Sciences..... | B5 | DM | Diesel Mechanics..... | B6 | MSTC | Math Science Technology Center..... | D5 |
| ADMIN | Administration..... | E3 | Dining Hall..... | E3 | N | Nursing..... | D2 | |
| ALUM | Alumni Centre..... | A2 | ECE | Early Childhood Education Center..... | A4 | N.AN | North Annex..... | C4 |
| AMP | Amphitheatre..... | D3 | FS | Fiscal Services..... | F2 | PSA | Public Safety Academy..... | B7 |
| ART | Art..... | B3 | FDN | Foundation..... | F5 | PT | Pollock Theatre..... | D4 |
| AS | Applied Sciences..... | B6 | GOLF | College Golf Center..... | H6 | Public Library..... | H5 | |
| ASC | Academic Skills Center..... | C5 | GYM | Gymnasium..... | F4 | QUAD | Student Plaza (Drop-off & Walkway)..... | D2 |
| B | Business Building..... | D3 | HILB | Hilb..... | D4 | S | Science..... | D4 |
| BNC | Barker Nursing Center..... | B2 | HR | Human Resources..... | F2 | Security..... | F2 | |
| CDC | Child Development Center..... | A4 | KINE | Kinesiology..... | E4 | Simonds Center Weight Room..... | C6 | |
| CMH | Carol Meier Lecture Hall..... | D4 | LA | Liberal Arts..... | D3 | S.AN | South Annex..... | F2 |
| COD Library..... | G5 | M&O | Maintenance & Operations..... | B3 | SOC | Social Sciences..... | D4 | |
| CP | Central Plant..... | B2 | MARKS | Walter N. Marks Center for the Arts..... | B3 | STAD | Stadium..... | C6 |
| CTTR | Copy Center..... | B3 | MATH | Math..... | D5 | STG | Stagecraft Shop..... | C5 |
| COM | Communication..... | D2 | McCallum Theatre..... | G2 | T | Theatre Too..... | C5 | |
| CRTS | Tennis Courts..... | E5 | | | | Training Room..... | C6 | |
| CSSC | Cravens Student Services Center..... | E2 | | | | Warehouse..... | B3 | |

-  Self Serve One-Day Parking Permit Dispenser
-  Electric Vehicle Charging Station
-  Accessible Restrooms
-  Security
-  Designated Smoking Area

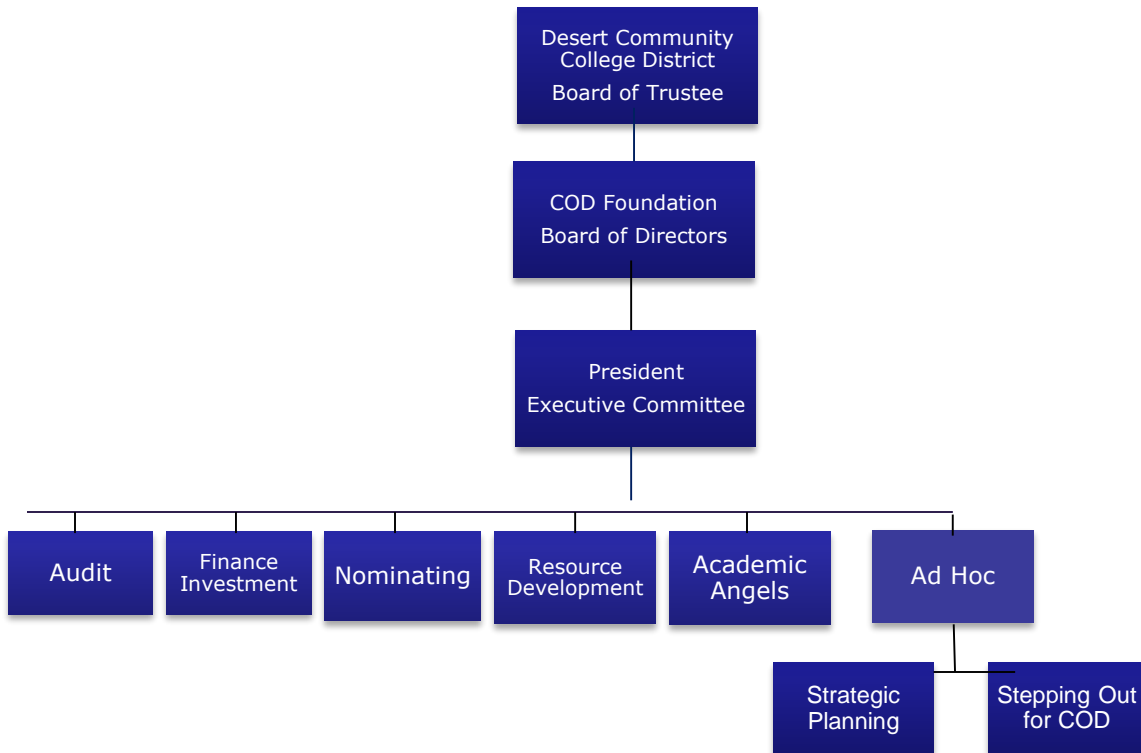


EXECUTIVE AGENDA

(Board action required)**

- I. Call to Order
- II. Public Invitation to speak per the Brown Act
- VII. Foundation Board Reports
 - A. Foundation Board organization chart..... Page: 1
 - B. Foundation Staff organization chart..... Page: 2
 - C. Committee chair role and responsibilities – Jim Hummer
 - D. Review of Committee assignments
 - 1. Academic Angels Standing Committee..... Page: 4
 - 2. Audit Standing Committee..... Page: 5
 - 3. Finance Investment Standing Committee..... Page: 6
 - 4. Nominating Standing Committee..... Page: 7
 - 5. Resource Development Standing Committee..... Page: 8
 - 6. McCallum Theater event Ad-Hoc Committee..... Page: 9
 - 7. Strategic Planning Ad-Hoc Committee..... Page: 10
 - E. Setting dates for committee meetings
 - F. 2016-2017 Fundraising Goals – Jim Hummer..... Page: 11
- IX. New Business
- X. Adjournment

College of the Desert Foundation Board of Directors Chart





Staff Org Chart

- Foundation Board Administration
- Foundation Work Program Administration
- Budget & Investment Oversight
- Coordination with College
- Major Donor Program
- Marketing Program
- Donor Solicitation

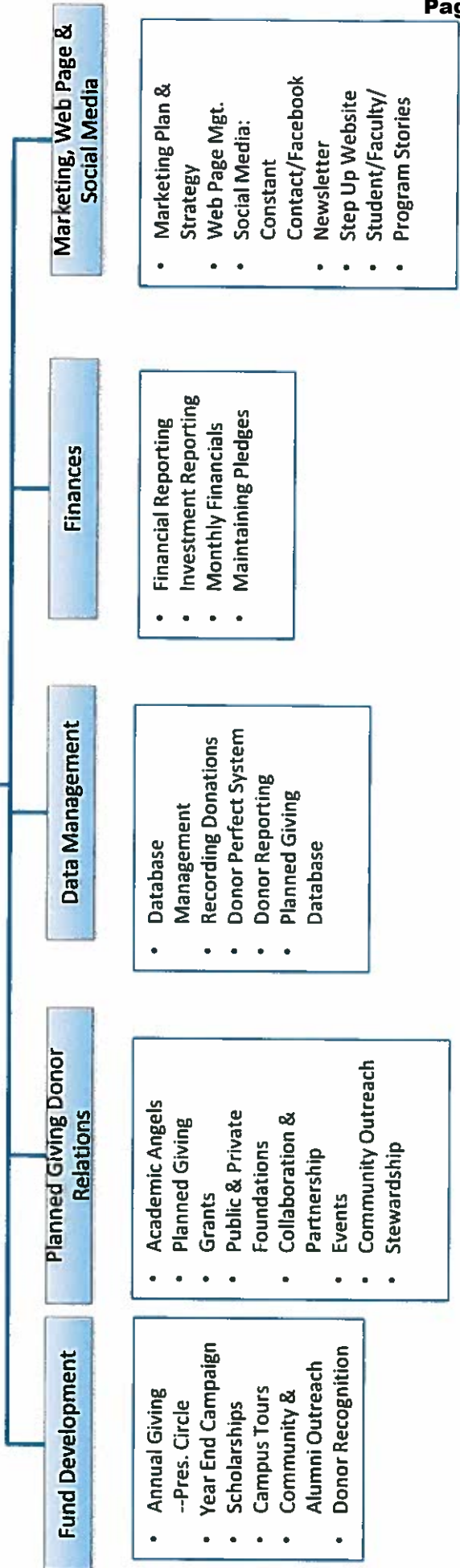
Executive Director

Administrative Specialist

- Board & Committee Agendas & Minutes
- Correspondence
- Public Contact
- Office Management
- Reports
- Invitations
- Events
- Scheduling Meetings

**Executive Assistant/
Office Management**

- Receptionist
- Public Information
- Recording Donations
- Mail Admin.
- Reports & Correspondence
- Goldenrod Process
- Events
- Invoices
- Laserfiche



Ongoing Foundation Staff Duties

- Staffing the Foundation Board
- Staffing the Foundation Board Committees
- Staffing the Foundation Academic Angels
- Management and oversight of investments and Investment managers
- Management and oversight of operating budget
- Stewardship of assets
- Recognition of and maintaining contact with donor base
- Conducting “independent” annual audit of the Foundation’s financials
- Maintenance, updating and expansion of database
- Maintenance and oversight of scholarships
- Management and oversight of endowment funds
- Coordination with College administration on funding priorities

Academic Angel Committee – 2016/2017

| |
|----------------------|
| Eileen Hall Chair |
| Mary Ellen Blanton |
| Cynthia Cottrell |
| Donna Jean Darby |
| Diane Denkler |
| Roberta Duke |
| May E. Latta |
| Susan Linsk |
| Sally Simonds |
| Jane Treacy |



Audit Committee – 2016/2017

The Audit Committee is a standing committee consisting of five Directors appointed by the Board President. Audit Committee members may serve in other capacities within the Foundation, but must not have any activity, control, oversight, or influence in accounting and financial transactions of the Foundation.

| |
|---------------------------------------------------------------|
| Bill Chunowitz, Chair bchunowitz1940@gmail.com 328-0838 |
| Joan Busick Joan.busick@verizon.net 772-8515 |
| Robert Goodfriend bgoodfr1@yahoo.com 776-4455 |
| James Greene erica.gerzog@nb.com 917-696-9584 |
| Chuck Monell Cmonell1@dc.rr.com 324-2303 |



Finance and Investment Committee – 2016/2017

This committee shall consist of the Treasurer as chairman and four other members appointed by the Foundation President. One additional member will be appointed as an alternate member. Committee members need not be Directors.

Vern Kozlen, Chair
vernkozlen@gmail.com
328-1026

Brian Holcombe
Brian.holcombe@efirstbank.com
836-3504

Dan Martinez
dmartinez@indio.org
391-3664

Lisa Howell
lhowell@collegeofthedesert.edu
674-7625

Penny Mason
penmason@comcast.net
323-2735

Bob Manion
rcmanion@aol.com
776-4117

Bob Archer
heconsults@yahoo.com
341-4844



Nominating Committee – 2016/2017

The committee shall consist of seven Directors, three of whom shall be nominated by the Foundation President and four whom shall be nominated by the Executive Committee. The Foundation President and Vice President then in office shall not be members of this committee. All seven committee nominee shall be approved by a majority vote of the BOD.

| |
|---------------------------------------------------------------------------------------|
| <p align="center">Donna Jean Darby, Chair Darby1932@msn.com 345-7839</p> |
| <p align="center">Bill Chunowitz bchunowitz1940@gmail.com 328-0838</p> |
| <p align="center">Dominique Shwe Dominique.shwe@thedesertsun.com 778-4699</p> |
| <p align="center">Jane Saltonstall jsalton44@aol.com 321-9021</p> |
| <p align="center">Joan Busick Joan.busick@verizon.net 772-8515</p> |
| <p align="center">Marge Dodge margedodge1@aol.com 564-9329</p> |
| <p align="center">Norma Castaneda norma@peoplescapehr.com 272-5683</p> |
| <p align="center">Peggy Cravens pcravens@dc.rr.com 324-8899</p> |
| <p align="center">Sally Simonds ssimonds@dc.rr.com 773-3607</p> |



Resource Development Committee – 2016/2017

The Resource Development Committee shall provide leadership, oversight and guidance relating to the Foundations’ resource development efforts. The Development Committee Chair shall serve a one-year term and be appointed by the Foundation President, with the advice of the Foundations’ Executive Director. The appointment shall be approved by the Executive Committee. The Resource Development Committee shall meet monthly or on an as needed basis.

| | |
|-------------------------------------------------------------|--------------------------------------------------------|
| Suz Hunt, Chair susankayhunt@yahoo.com 318-4281 | |
| Bill Chunowitz bchunowitz1940@gmail.com 328-0838 | Donna MacMillan doncarmac@aol.com 773-5491 |
| Annette Novack rmaln@dc.rr.com 321-7723 | Eileen Hall iwmini77@yahoo.com 346-7566 |
| Bonnie Stefan bstefan@collegeofthedesert.edu 666-7315 | James Greene erica.gerzog@nb.com 917-696-9584 |
| Carol Bell Dean edcarol22@msn.com 636-1950 | Norma Castaneda norma@peoplescapehr.com 272-5683 |
| Diane Denkler desertdd@earthlink.net 772-9810 | Robert Goodfriend bgoodfr1@yahoo.com 776-4455 |
| Donna Jean Darby Darby1932@msn.com 345-7839 | Bob Manion rcmanion@aol.com 776-4117 |



Ad-Hoc Committee
McCallum Theater Event– 2016/2017

The McCallum Event Committee shall provide leadership, oversight, guidance in strategizing the fundraising expectations and goals relating to the Stepping Out for COD event. There is no set term limit. The Committee Chair is appointed by the Foundation President, with the advice of the Foundations' Executive Director. The Committee shall meet monthly or on an as needed basis.

| | |
|----------------------------------------------------------------|--------------------------------------------------------|
| Diane Gershowitz, Chair Dianeg711@gmail.com 312-543-5551 | |
| Bill Chunowitz bchunowitz1940@gmail.com 328-0838 | Terri Ketover tsketover@aol.com 328-9909 |
| Tamara Bolton tamara@sensoriumeventproductions.com | Diane Denkler desertdd@earthlink.net 772-9810 |
| Marge Dodge Margedodge1@aol.com 564-9329 | Norma Castaneda norma@peoplescapehr.com 272-5683 |



Ad-Hoc Committee
Strategic Planning – 2016/2017

The Strategic Planning committee is an ad hoc committee and reports directly to the Executive Committee and President of the Foundation. The Strategic Planning committee is responsible for developing the 3 year strategic plan for the Foundation. The strategic plan outlines the strategy and direction for the College of the Desert's Foundation fundraising activities and programs. As part of the plan, targets and goals for annual fundraising will be identified for both unrestricted and temporarily restricted funds. Further the plan shall outline implementation strategies and programs.

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|---------------------------------------------------------------|
| Bob Manion, Chair rcmanion@aol.com 776-4117 |
| Bob Archer heconsults@yahoo.com 341-4844 |
| Carol Bell Dean edcarol22@msn.com 636-1950 |
| Diane Denkler desertdd@earthlink.net 772-9810 |
| Eileen Hall iwmimi77@yahoo.com 346-7566 |
| Vern Kozlen vernocklen@gmail.com 328-1026 |
| Jane Saltonstall jsalton44@aol.com 321-9021 |
| Dominique Shwe Dominique.shwe@thedesertsun.com 778-4699 |
| Kate Spates katespates@gmail.com 409-1133 |
| Peggy Cravens pcravens@dc.rr.com 324-8899 |



What are the goals?

I. Build the unrestricted funds in the Foundation

- A. **Goal for the increase funds for Foundation**
 - a) Set aside \$500k for Board Reserve
 - b) Set aside \$500k for Unrestricted balance
- B. How do we increase the unrestricted funds for the Foundation?
 - a) Memberships—President Circle and Academic Angels
 - b) Annual campaign for Foundation---mail and direct contacts
 - c) Events—Citizens of Distinction/Stepping Out for COD/others
 - d) Meetings with donors
 - e) Campaign

II. Complete the YOU CAN Campaign:

- A. Complete the fundraising for the campaign-- \$1.5 million est.
- B. Determine percentage of events to go to campaign
- C. Major Donor strategy—determine and execute
- D. Collateral material review
- E. Identify specific projects in campaign:
 - a) Job Center.....\$500,000
 - b) CDC playground.....\$500.000
- F. Specify others:
 - a) Fountain renovation--& donor recognition program
 - b) Others
 - i) Initiatives in campaign
 - ii) Detail remaining targets

III. Planned Giving:

- A. Determine strategy on Planned Giving and execute
 - a) **Start with Board and Academic Angels**
 - b) Develop a target list of potential planned givers and meet with them