

# FOUNDATION BOARD OF DIRECTORS MEETING

January 25, 2023

3PM

## IN PERSON:

College of the Desert Palm Desert  
43500 Monterey Avenue  
Palm Desert, CA 92260  
Cravens Center Multipurpose Room

## ZOOM:

[https://collegeofthedesert-edu.zoom.us/  
j/86929524926?  
pwd=eDZ0Z3BtQ3paNVIVMEs0LzVVYzUxQT09](https://collegeofthedesert-edu.zoom.us/j/86929524926?pwd=eDZ0Z3BtQ3paNVIVMEs0LzVVYzUxQT09)

Zoom Meeting ID: 869 2952 4926 - Passcode: 461490  
OR Dial (US): +1 669 444 9171 US



COLLEGE  
of the DESERT  
FOUNDATION



# AGENDA



**Wednesday, January 25, 2023  
Foundation Board of Directors Regular Meeting**

**3:00PM-4:30PM**

**Location: COD Palm Desert Campus, Cravens Student Services Center, MPR Room**

**To Join Zoom Meeting: <https://collegeofthedesert-edu.zoom.us/j/86929524926?pwd=eDZ0Z3BtQ3paNVlVMEs0LzVlVlZUxQT09>**

**Meeting ID: 869 2952 4926**

**Passcode: 461490**

**OR Dial (US): +1 669 444 9171 US**

-  
**COLLEGE OF THE DESERT FOUNDATION MISSION: College of the Desert Foundation acts as advocates for the College and secures financial support enhancing educational opportunities for all students.**

-  
**COLLEGE OF THE DESERT MISSION: College of the Desert provides excellent educational programs in basic skills, career and technical education, certificate, transfer preparation, associate degrees, noncredit and distance education, which are continuously evaluated and improved. Our programs and services contribute to the success, learning and achievement of our diverse students and the vitality of the Desert Community College District, surrounding areas and beyond.**

-  
**Persons with disabilities may make a written request for a disability-related modification or accommodation, including for auxiliary aids or services, in order to participate in the Board meeting. Requests should be directed to the Office of the College of the Desert Foundation ("Foundation") as soon in advance of the Board meeting as possible.**

-  
**The Foundation minutes of the meeting are the official record of the actions of the Board. The Foundation meetings are governed by the Ralph M. Brown Act (California Code 54950 through 54962). The Foundation operates in accordance with the Non-Profit Benefit Corporations Law. The Foundation minutes of the meeting are the official record of the actions of the Board. The Foundation meetings are governed by the Ralph M. Brown Act (California Code 54950 through 54962). The Foundation operates in accordance with the Nonprofit Benefit Corporations Law.**

## **1. CALL TO ORDER/ROLL CALL**

---

1.01 Call to order

1.02 Roll Call

## **2. AGENDA**

---

2.01 Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a)

2.02 Confirmation of Agenda: Approval of agenda for the Foundation Regular Board of Directors Meeting of December 7, 2022 with any additions, corrections, or deletions.

---

**3. MINUTES**

---

3.01 Approval of the December 7, 2022 Foundation Board of Directors Regular Meeting Minutes.

---

**4. PUBLIC COMMENTS**

---

4.01 Public Comments: In accordance with Senate Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted in person, by email to [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu) and read into the record during public comment or by using the raise your hand function by joining the Zoom link. There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section. Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the Committee meeting. All requests should be directed to the Foundation in advance.

---

**5. MISSION MOMENT**

---

5.01 STEM - NCAS Program

---

**6. REPORT ITEMS**

---

6.01 Board of Trustee Liaison

6.02 Superintendent's/President's Report

6.03 Board Chair

6.04 Executive Director

6.05 Directors' Reports (Reports may be submitted by emailing the Foundation at [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu))

---

**7. ACTION ITEMS**

---

7.01 Graduation Regalia

7.02 Strategic Plan

---

**8. DISCUSSION ITEMS**

---

8.01 Fundraising/Financial Update

---

**9. ADJOURNMENT**

---

9.01 Next Meeting: Wednesday, March 8, 2023, at 2:30 PM-4:30 PM, at Cravens Multi-Purpose Room

9.02 Adjournment



COLLEGE  
*of the* DESERT  
FOUNDATION

# MINUTES FOR APPROVAL



**Foundation Board of Directors Regular Meeting  
Wednesday, December 7, 2022**

**1. CALL TO ORDER/ROLL CALL**

**1.01 Call to order**

Meeting called to order at 3:03 PM

**1.02 Roll Call**

**Members present: Christine Anderson, Bill Chunowitz, Norma Castaneda, Peggy Jacobs, Carol Bell Dean, Marge Dodge, Kim Dozier, Carol Fragen, Barbara Fromm, James Greene, Paul Hinkes, Tom Minder, Barbara Foster Monachino, Marlene O'Sullivan, Diane Rubin, Jane Saltonstall, Jim Williams, Jake Wuest, Robert Moon, and Leslie Usow.**

Non-voting members: Dave Vigo, Martha Garcia, Catherine Abbott, Jessica Enders, Kirstein Renna, and Gailya Brown.

**2. AGENDA**

**2.01 Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).**

**2.02 Confirmation of Agenda: Approval of agenda for the Foundation Regular Board of Directors Meeting of December 7, 2022 with any additions, corrections, or deletions.**

**3. MINUTES**

**3.01 Approval of the November 2, 2022 Foundation Board of Directors Regular Meeting Minutes.**

None, the minutes stand as presented.

**4. PUBLIC COMMENTS**

**4.01 Public Comments: In accordance with Senate Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted in person, by email to [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu) and read into the record during public comment or by using the raise your hand function by joining the Zoom link. There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section. Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the Committee meeting. All requests should be directed to the Foundation in advance.**

No Public Comments

**5. MISSION MOMENT**

**5.01 Central Pantry Tour - Jessica Enders**

Jessica Enders shared Indio expansion updates:

- College Corps Program
- \$1.8 million scholarship funds
  - 2 Basic Needs Pantries (Palm Desert and Indio)
  - 50 Student Fellows
    - Work based student learning
    - Find Food Bank Partnership
    - 7,000 grant/stipend award
    - Additional 3,000 award to students who complete 450 volunteer service hours

The Board Members toured the Central Pantry, in Indio.

**5.02 Foundation Student Worker(s)**

Foundation Student Worker, Derick M. Talay, shared his COD Journey, Central Pantry experience, and College Corps Fellow Program.

**6. ACTION ITEMS**

**6.01 ITEM FOR APPROVAL: Financial Statements Ending September 30, 2022**

Kirstien Renna provided financial updates.

**Motion to approve Financial Statements Ending September 30, 2022, by Jake Wuest, second by Diane Rubin.**

**Motion carries unanimously.**

**6.02 ITEM FOR APPROVAL: 22-23 Budget Amendment for Legal Fees**

Tom Minder reports that there is a legal litigation over an estate, gifting \$50,000 to the COD Foundation:

- The litigation now requires additional unforeseen legal expenses to cover fees.
- Mediation will occur sometime March 2023, and Tom Minder will attend.
- The increased budgeted amendment is for hourly-basis legal fees, not a contract.
- The estate gift amount is decreasing with legal fees
- If the gift amount depletes due to the additional legal fees, the gift amount may be a future discussion item if the case requires going to trial for a justifiable amount.
- There is evidence in favor of the COD Foundation.
- The gift estate is designated to foster youth.
- Litigation is needed as a family member of the estate is requesting 60% of the estate.

**Motion to approve a budget amendment by Barbara Foster Monachino, second by Bill Chunowitz.**

**Motion carries unanimously.**

**7. REPORT ITEMS**

### 7.01 Board of Trustee Liaison

Board of Trustee not present. Catherine Abbott read an email from Aurora Wilson.

Diane Rubin expressed gratitude for Aurora Wilson's exemplary, dedicated service.

### 7.02 Superintendent's/President's Report

Dr. Garcia provided a report on two grants recently received:

- \$150,000 Grant from Finish Line Scholars Program enabling the COD Financial Aid Office to provide scholarships or emergency financial aid to students in dire need.
  - Funding allocation will be received on July 31, 2023.
- \$200,000 California Food & Agriculture Grant
  - Farm to Early Child Care Education for the Child McCarthy Center educating families to eat nutritious foods, and food composing efforts.

### 7.03 Board Chair

The Chair expressed gratitude for Aurora Wilson's dedicated service, and reported:

- Matthew Durkan has moved to serve as Foundation Director in Simi Valley.
- Welcomes Liz Chambers, as Interim Development Director.
- The Foundation Office has officially moved office spaces to the Administration Building, in the COD Palm Desert campus.
- After Catherine Abbott presented the Strategic Plan on November 2, 2022, Board Meeting, the Executive Committee met twice to provide focus areas, adding input to Catherine Abbott's Strategic Master Plan.
  - The updated Strategic Plan, with input given from Executive Committee, will be presented in the next January, 2023, Board Meeting.

### 7.04 Executive Director

Catherine Abbott reported operational updates:

- Open House, on Giving Tuesday, November 29, 2022
  - Served 120 COD Employees
  - Culinary students assisted with breakfast
  - 30 new employee payroll deductions
  - 3 new President Circle members
- Strategic Goal: Present to 5 country clubs during the 22-23 year
  - Country club presentations updates:
    - December 5, 2022, Del Webb - invited to present by Jim Williams
      - Invited Del Webb group to campus tours
    - January 11, 2023, Indian Ridge - invited to present by Dr. Paul Hinkes
- Welcomes Liz Chambers as Interim Development Director

### Reports: 7.05 Jessica Enders

Jessica Enders provided a presentation on Indio campus expansion plans:

- 9,000 student capacity
- Current Indio campus renovations
- Programs of study
- Child Development Center
  - 80 children capacity
- The student service areas extends past Desert Hot Springs to almost Blythe.

### Reports: 7.06 Directors' Reports

(Reports may be submitted by emailing the Foundation at [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu))

Tom Minder reported the Stepping Out for COD Pre-Event Party will be on March 10, 2023, at the HILB, in the COD Palm Desert campus.

Marge Dodge reports:

- The Calling all Angels Newsletter will be sent out December 2022.
- Spring 2023 Fundraising Event will be at the Acrisure Arena
- President's Circle Event fundraised \$15,000 for the Child Development Center's security cameras
- Carol Bell Dean is planning a Spring 2023 event at Shadow Mountain Golf Club

Bill Chunowitz provided an update on Campus Tours.

Jane Saltonstall provided an update from Nominating Committee, and invites Members to fill out the Referral Form of any potential candidates.

Tom Minder requested Jake Wuest to changes the wording in his Director's Report:

- "anticipated cost of **settling** litigating"

Barbara Fromm expressed gratitude for all the recent fundraising events.

## 8. DISCUSSION ITEMS

### 8.01 Career and Workforce Solutions Center: Internship Presentation - Ana Hernandez

Ana Hernandez provided a presentation on the Work Experience Internship Program, allowing Q+A.

Tom Minder suggests Ana Hernandez' presentation should be the first agenda item.

Q: To participate as an intern, do students ask faculty or can students go directly to a partnered organization, such as the City of Cathedral City?

A: Job opportunities are promoted through Handshake. The Work Experience Internship Program supports student interns who go directly with a company, that is not listed in Handshake. To earn academic credit, staff from the Work Experience Internship Program connect with the employer to see if they would like to partner with the internship program. Employers must be willing to meet internship program requirements, as listed on the COD web pages, to setup the internship. Some students secure internships on their own and then reach out to the Work Experience Office.

Q: A student who wants to own a business, secures an internship with the business of their choice, and can then search for the class that could be substituted for academic credit?

A: Yes, if the student wants academic credit for, example, Business Management course.

Q: Who selects the interns?

A: COD does not engage in student job placement. Selecting an intern is up to the employer(s).

Q: How does the Career Center ensure students are performing meaningful internships?

A: When faculty, students, or employer(s) are interested in the internship program, they must follow the program requirements as listed on the COD web pages to properly create an internship. The Work Experience Office ensures the opportunity meets internship program requirements:

- Is a Supervisor on site that can lead and supervise the student's activities?
- What are the activities and do the activities provide educational experience?
- Can the employer provide the Employer Intern Request Form?
  - This form is already developed on the COD web pages
  - The form outlines intern objectives and responsibilities.

After employer(s) submit the Employer Intern Request Form, the Work Experience Office follows up with the employer(s) to ensure the opportunity meets program requirements. Not all internships come through the Work Experience Office. If students are engaging in an internship and not following through with the Work Experience Internship Process, Ana Hernandez cannot be aware of the internship. Once an employer's internship request is approved, a profile is created for the employer in Handshake, and the internship job posting is posted, and students receive weekly Handshake updates on any new job openings, including internship opportunities, assisting employer(s) with internal recruitment.

Q: We have a designated fund for internships, how were those chosen? Why are these companies, specifically for profit organizations, getting money from the Foundation when employer(s) should be paying for interns themselves?

A: The Work Experience Internship Program does not participate in the selection process. Students are allowed to go through the job search process. The employer who is need of interns (after being approved by the Work Experience Internship Process) has their internship opportunity listed on Handshake, students can then apply, interview, and go through the selection process. The internship employer partners who select an intern, must notify the Work Experience Office if a student is selected. The next step to earn academic credit is for the student and faculty advisor to follow through with the Work Experience Enrollment.

Rob Moon left the meeting at 4:48 PM.

Q: The KESQ internship, read about in the news, is through the Work Experience Internship Program?

A: Yes

Norma Castaneda commented that with HR Advantage currently has a student who will soon start the internship program; HR Advantage pays for their employment (salary), and the student will be eligible to earn academic credit. HR Advantage will be advertising the Work Experience Internship Program to their clients.

Ana Hernandez shares that some employers offer internship incentives to their current employees, too.

Q: For academic credit, is there a professor overseeing each student's internship?

A: If the intern went through the Work Experience Office and is enrolled in Work Experience, yes. It is part of the enrollment process for students in Work Experience. If funding requests for those internships have an existing agreement with the employer(s), it means that the employer(s) have a long standing relationship with the Work Experience Office and with providing internship opportunities for COD students, and KESQ is a partnered organization.

Ana continues with the presentation: Why does COD provide funding for profit organizations? The Work Experience Office is working through with KESQ as COD has recently received a new grant, the Learning-Aligned Employment Program (LEAP). COD students will be eligible for LEAP grant funding for the next 8 to 9 years, providing a grant for student wages, supplementing Foundation efforts with supporting interns.

The Work Experience Program has asked for a 22-23 WEXP Budget Proposal. From the original requested budget, only two organizations (i.e., KESQ and Old Town Artisan Studios) are currently implemented. The original proposed budget is not being utilized.

Ana Hernandez asks Catherine Abbott if the budget was approved by the Board.

Tom Minder responds saying the budget was approved and the dollar amount remains the same, with some changes to the Desert Sun funds.

With the LEAP grant funding, the Work Experience Office will encourage employer(s) to use LEAP grant funding instead of utilizing Foundation grant funds.

Q: We are interested in partnering with big, international companies (i.e., The Living Desert, an international local organization).



A: On the WEXP Budget Proposal, the Living Desert did not have funds to pay an intern, at the time, but now they do. There are students actively engaged in their paid internships. Big companies are already providing paid internship opportunities. The Work Experience Office is advocating for paid internships. The majority of the unpaid internships are non profit organizations.

Q: CV Reps currently has fall interns, contrary to the information on the slides

A: The Chair advises current CV rep intern information will be provided.

Ana Hernandez shared the current Internship Scholarship Process and future explorations (i.e., student driven, eligibility requirements).

Tom Minder requests Ana Hernandez return and present at beginning of Board meeting.

Q: Why are we paying for KESQ, for profit organizations?

Norma Castaneda advises that in the state of California, all interns must pay their internships. HR Advantage pays all their interns.

The Work Experience Office is working with KESQ on figuring how to allocate funds. KESQ has done an exemplary job with taking the student experience to a higher level.

Q: Who notifies you if a student intern is let go?

A: If the student is not the right fit, students and employer(s) are not required to stay, If the student is enrolled in a Work Experience course, they are provided with resources to assist with alternate job placement. If it is towards the end of the semester, is unable to find alternate job placement, the student may need to drop the course.

Q: Does the Work Experience Office have the staff to support and monitor student interns? How many students are currently interns?

A: The Work Experience Office is advocating for additional staffing. In 2017, the students in Work Experience increased to 250+.

Q: Why is the Foundation supporting for profit organizations vs. supporting non-profits who cannot afford to pay interns?

A: There are not very many for profit organizations COD is partnered with. KESQ, for profit organization, takes the student learning experience to high levels (i.e., Master degree exposure). The Work Experience Internship Program would not partner with for profits that are not providing excellent student experience. The LEAP grant funding will help support non-profits who cannot afford to pay interns opening the topic of discussion: funding undocumented students.

**The following items were not discussed, and postponed until January 25, 2023:**

**8.02 Palm Springs Development Advisory Update - Marge Dodge**

**8.03 Campus Grants Update - Jane Saltonstall and Cathy Abbott**

## **9. ADJOURNMENT**

**9.01 Next Meeting: Wednesday, January 25, 2023, at 3:00 PM-4:30 PM, at Cravens Multi-Purpose Room**

### **9.02 Adjournment**

**Chair ended meeting at 5:11 PM.**

# Regalia Quotes



43-500 Monterey Ave  
 Palm Desert, CA 92260  
 Phone: (760)773-2564  
 Fax: (760)346-8714  
 Website: www.collegeofthedesertshop.com

# INVOICE

DATE	12/1/22
INVOICE #	
PO #	
DUE DATE	QUOTE

Major Account #

## BILL TO

QUOTE ONLY

43500 Monterey Ave  
 Palm Desert, CA 92260

DATE	DESCRIPTION	QTY	PRICE	TRANS AMOUNT
12/1/22	Cap Gown & Tassell bundle	1000	\$44.00	\$44,000.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00

Subtotal	\$44,000.00
Tax	\$3,410.00
Service Charge	-
<b>TOTAL</b>	<b>\$47,410.00</b>

## OTHER COMMENTS

Transaction Period:

1. Payment is due within 30 days
2. Please include Invoice# on your check

Send all payments to:  
**FHEG College of the Desert Bookstore**  
**Store No 975**  
**Major account #**  
**3146 Solutions Center**

If you have any questions about this invoice, please contact **Chicago, IL 60677-3001**  
 Sandra Cuello, (760)773-2564, 0975mgr@follett.com

**Thank You For Your Business!**

43-500 Monterey Ave  
 Palm Desert, CA 92260  
 Phone: (760)773-2564  
 Fax: (760)346-8714  
 Website: www.collegeofthedesertshop.com

# INVOICE

DATE	12/1/22
INVOICE #	
PO #	
DUE DATE	QUOTE

Major Account #

## BILL TO

QUOTE ONLY

43500 Monterey Ave  
 Palm Desert, CA 92260

DATE	DESCRIPTION	QTY	PRICE	TRANS AMOUNT
12/1/22	Sash only	1000	\$35.00	\$35,000.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00

Subtotal	\$35,000.00
Tax	\$2,712.50
Service Charge	-
<b>TOTAL</b>	<b>\$37,712.50</b>

## OTHER COMMENTS

Transaction Period:

1. Payment is due within 30 days
2. Please include Invoice# on your check

Send all payments to:  
**FHEG College of the Desert Bookstore**  
**Store No 975**  
**Major account #**  
**3146 Solutions Center**

If you have any questions about this invoice, please contact **Chicago, IL 60677-3001**  
 Sandra Cuello, (760)773-2564, 0975mgr@follett.com

**Thank You For Your Business!**

# Strategic Plan





## **2022.23 Strategic Plan Initiatives**

**(July 1, 2021 – June 30, 2022)**

The College of the Desert Foundation sits at a tipping point. We experienced significant growth in 2020-2021 increasing our assets to \$55 million, marking it as one of the most robust Foundations in the California Community College system. Despite a pandemic and ongoing discourse in the community, our initiatives have engaged new donors who can help us further accelerate our mission in the community and impact for our students. We attracted quality leaders to fill our Board of Directors all who serve as dedicated ambassadors to the Foundation. The momentum we have built sets us up well for future growth, it demands we continue to grow and what is most impressive is that because of your efforts the Foundation is being noticed as we place a big spotlight on the work we have accomplished together for College of the Desert. This year alone, we have increased our giving by 58%.

Thankfully, in 2020, we received a generous gift from McKenzie Scott. Yes, it is an “outlier”, but we must be grateful because the generous funding is here and providing us with an injection of resources, we didn’t dream possible to help serve COD in such a short amount of time!

This Strategic Plan applies a recommendation of additional growth to our work in 2022/23. It also provides a clear road map for our staff and Board leadership to engage in our success. Because you lend your valuable gift of time, treasure, and talent to this Foundation, together we will advance our ability to serve our community and the students in it!

Thank-you!

*Catherine*

## DEVELOPMENT GOALS AND OBJECTIVES

### INCREASE THE NUMBER OF PEOPLE AND ORGANIZATIONS WHO GIVE TO THE FOUNDATION

#### DIRECT FOUNDATION BOARD SUPPORT FOR COD

##### INDIVIDUAL DONORS – Goal -\$2600 annually

- Inspire a total of 20 new employees to give to the Foundation through payroll deduction.
  - Tactic 1 – Hold Foundation Open House on/near Giving Tuesday and ask for a minimum investment of \$25 monthly and at least 2 President Circle memberships. (Brown, Abbott)
  - Tactic 2 – Solicit a targeted group of DCCD Administration to enroll in annual payroll deduction. (Abbott)
  - Tactic 3 – Send out email on behalf of the COD President to encourage payroll deduction.
- Motivate individuals from the Community who are new or may renew to COD to contribute to the Fund for Student Success.
- **GOAL - \$107,500**
  - Tactic 1 – Secure a gift from 25 previous donors who did not give in 2021-22 by June 2023. (Chambers) **\$500 x 25 = \$12,500**
  - Tactic 2 – Engage, through Direct Mail and membership group campaigns – at least 50 first time gifts. (Chambers, Brown) **\$100 x 50 = \$5,000**
  - Tactic 3 – Create community presentations for country clubs and membership groups, introducing COD and its impact on the community. (Abbott – Board member(s))
  - Tactic 4 – Host 2 in home dining experiences - **\$25,000 x 2 = \$50,000**
  - Tactic 5 – Secure at least 2 new President Circle memberships from each campus tour **\$2,000 x 20 = \$40,000**
- Let's Play Hooky
- **GOAL - \$30,000**
  - Tactic 1 – Engage and confirm participation of businesses on El Paseo to donate 15% of one day sales to Foundation's Fund for Student Success
  - Tactic 2 – Enlist Board member participation
  - Tactic 3 – Include students in activities planned at each location
- **LEVERAGE FOUNDATION SUPPORT - ALLOCATIONS**
- Increase Giving Revenue to COD by **\$190,000**
  - Tactic 1 – Establish Board Designated Funding to enhance college priority programs. **(\$140,000)**
  - Tactic 2 – Launch Campus Wide Grants program to fund innovative and creative projects for programs and students. **(\$30,000)**
  - Tactic 3 – Allocate funding to the President's Fund supporting needs and priorities for the office of the president. **(\$20,000)**

---

---

## FORTIFY THE FOUNDATION'S FUTURE

### 10 YEAR COMPREHENSIVE CAMPAIGN

- Launch feasibility study to determine if campaign is viable
  - Tactic 1 – if so, outline Campaign details
  - Tactic 2 – if so, by 12/31/23 Launch fundraising campaign raising \$40 million over 10 years:
    - Fund EDGE/pLEDGE in perpetuity
    - Support Foster Youth programs and services
    - Increase Fund for Student Success by \$500,000
  - Tactic 3 – Announce launch of 40<sup>th</sup> Anniversary campaign with year-end culminating event
  - Tactic 4 – Involve students in all programming
  - Ensure 100% Board participation

### 40<sup>th</sup> ANNIVERSARY

- Collaborate with Stepping Out Committee to develop signature 40<sup>th</sup> Anniversary event.
  - Tactic 1 – Create opportunities for community involvement to bring public awareness to the Foundation's 40 years of impact on the Foundation
  - Tactic 2 – Leverage existing events (i.e, President's Circle, Academic Angels, State of the College, Legacy Leaders) to continue to promote the 40<sup>th</sup> Anniversary
  - Tactic 3 – Deploy marketing material with branding for the 40<sup>th</sup>
  - Tactic 4 – Create year long (quarterly) celebrations recognizing the major milestone for the Foundation



## FOUNDATION INFRASTRUCTURE

### POLICIES AND PROCEDURES

- Advance work on Bylaws and Master Agreement. Complying with Foundation restructuring and reorganization.
  - Tactic 1 – Bring to Finance and Investment for review
  - Tactic 2 – Brief Superintendent/President regarding changes to guiding documents
  - Tactic 3 – When finalized bring to BOT for approval
  - Tactic 4 – Review Bylaws annually

### ADVANCEMENT PLAN – Salary policy

- Work with Superintendent/President to review and consider advancement plan to support Foundation.
  - Tactic 1 – Review with Foundation Board to garner additional support for the plan.
  - Tactic 2 – Prepare staggered approach to offer the College opportunity to pilot the new relationship with the Foundation.

### MASTER AGREEMENT

- Revise and update Master Agreement
  - Tactic 1 – Outline new relationship with District
  - Tactic 2 – Present to Board of Directors agreed upon terms
  - Tactic 3 – Bring to BOT for District approval

## FOUNDATION STAFF

### SET GOALS AND OBJECTIVES TO IMPROVE FOUNDATION STAFF PERFORMANCE

- Executive Director –
  - Close on one naming opportunity gift on the Palm Desert campus
  - complete feasibility study to launch 10 year campaign
  - Increase fundraising by at least 4X salary
- Database Manager – Create and complete operations manual for FR50 program
- Foundation Accountant – Guidestar input to achieve Platinum Transparency Status
- Foundation Accounting Specialist - **(ABSENT)**
- Director of Development – Increase unrestricted fundraising by at least 4X salary
- Scholarship Assistant / Executive Assistant – Update and Revise Office Procedures Manual
- Executive Director – Close at least one named gift for building on Palm Desert Campus
- Resource Development Specialist – Increase fundraising by at least 4X salary **(NOT HIRED)**
- Foundation Planned Giving Consultant – Increase board participation in Legacy program by 2%

## BOARD OF DIRECTORS FOCUS AREAS

### **Connection with Donors**

- Expand the Donor Base
  - Obj 1.1 By June 2023, develop a system to discuss and monitor individual donors and donor groups and monitor progress of outreach at least quarterly. This will be the function of the Development/Stewardship committee.
- Goal 2: Identify Board and staff duties with regard to donor expansion
- Goal 3: Increase the visibility of the COD Foundation Director in the community.
  - Obj 3.1 Annually each Board member will invite Cathy (or the appropriate staff member) to meet an individual in the community or attend an event with the sole purpose of increasing the Foundation's visibility in the community.
- Goal 4: Presentations at Country Clubs – include board member participation.

### **Alumni Engagement**

Goal: Develop a relationship between the Foundation and the Alumni Association

- Obj 1.1 Hold at least one joint meeting with the alumni group to establish how we can work together.
- Obj 2.1 Propose the development of an alumni database
- Obj 3.1 By March 2023, Invite ED of Alumni Association to present at Board meeting

### **Data Base Management**

Goal: Use the data base to improve donor outreach

- Obj 1.1 By January 2023 complete a presentation to the Development committee on the Foundation D\database capacity.
- Obj 2.1 By January 2023, complete moves management training by consultant Liz Chambers to Development & Stewardship Committee
- Obj 2.1 By June 2023, develop and approve staff and Board member roles and duties with regard to donor development. Add the Board duties to the Board member expectations document for 2023.

### **Business Engagement**

Goal: Expand business participation and contributions to the Foundation

- Obj 1.1: By September 2023, add one local businessperson to the Board.

- Obj 2.1: By September 2023, Cathy will include in Strategic Plan action to increase business development
- Obj 3.1: By Fall 2023, add five additional businesses to State of the College event.
- Obj 4.1: By Spring 2023, pull data showing comparison of business engagement between 2021/22 Fiscal Year and 2022/23 Fiscal Year

### **Project Management**

Goal: Improve implementation of projects/events

Obj: 1.1 By June 2023, all event chairs will utilize organizational management tool when planning an event in order to have a clearer understanding of the steps in the process, who is responsible for the execution of each step and when the task shall be completed.

DIRECT BOARD SUPPORT	TACTICS	COMPLETION DATE	RESPONSIBLE PARTY
Allocate Revenue to COD through established Board Designated Funding - \$190,000	<ol style="list-style-type: none"> <li>1. Develop Campus Grants program to fund innovative and creative projects</li> <li>2. Allocate funding to the President's fund of \$20,000 for 2022-23 fiscal year</li> </ol>	<ul style="list-style-type: none"> <li>• Fall 2022</li> <li>• Fall 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Foundation ED / Committee Chair</li> <li>• Foundation Board</li> </ul>
Allocations	<ol style="list-style-type: none"> <li>1. Develop Campus Grants committee made up of board members, campus constituencies and community volunteers</li> <li>2. Designate \$60,000 of newly created Board designated funding to support workforce development paid internship opportunities</li> </ol>	<ul style="list-style-type: none"> <li>• Fall 2022</li> <li>• Fall 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Foundation ED / Committee Chair</li> <li>• Foundation Board</li> </ul>

INDIVIDUAL DONORS	TACTICS	COMPLETION DATE	RESPONSIBLE PARTY
Inspire 20 new COD employees to enroll in payroll deduction <b>Raise - \$2600</b>	<ol style="list-style-type: none"> <li>1. Hold Foundation Open House on Giving Tuesday</li> <li>2. Bring Foundation Board members to meet campus constituency groups</li> <li>3. Solicit prizes to be given away during one day event</li> <li>4. Solicit targeted group of DCCD Administrators</li> <li>5. COD President solicitation letter</li> </ol>	<ul style="list-style-type: none"> <li>• November 29, 2022</li> <li>• November 29, 2022</li> <li>• October 15, 2022</li> <li>• December 31, 2022</li> <li>• October 31, 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Staff</li> <li>• Staff</li> <li>• Staff / Board</li> <li>• ED/Director of Development</li> <li>• Consultant</li> </ul>
Motivate first time or renewing donors to give to COD – <b>Raise \$27,500</b>	<ol style="list-style-type: none"> <li>1. Secure 25 new or renewing gifts of \$500 from donors who did not give in 2021-22</li> <li>2. Engage through Direct Mail and membership campaigns at least 50 first time gifts of \$100.00</li> <li>3. Create and conduct 5 community presentations introducing COD to country club and local membership groups</li> <li>4. Host 2 in home dining experiences with specific asks - \$50,000</li> </ol>	<ul style="list-style-type: none"> <li>• June 30, 2023</li> <li>• June 30, 2023</li> <li>• May 31, 2023</li> <li>• May 1, 2023</li> </ul>	<ul style="list-style-type: none"> <li>• DOD</li> <li>• DOD</li> <li>• Resource Development Specialist</li> <li>• Resource Development Specialist</li> </ul>

	5. Secure at least 5 new PC Gifts through campus tours conducted \$10,000		
--	---	--	--

FOUNDATION INFRASTRUCTURE	TACTICS	COMPLETION DATE	RESPONSIBLE PARTY
Policies and Procedures – Advance Work on Bylaws and Master Agreement	<ol style="list-style-type: none"> <li>1. Bring to Finance and Investment for review</li> <li>2. Brief Superintendent/President regarding changes to guiding documents</li> <li>3. Add to BOT agenda for approval</li> <li>4. Review Bylaws annually for continuity</li> </ol>	<ul style="list-style-type: none"> <li>• Summer 2022</li> <li>• Summer 2022</li> <li>• Summer 2022</li> <li>• TBD</li> </ul>	<ul style="list-style-type: none"> <li>• ED</li> <li>• ED</li> <li>• ED</li> <li>• Finance and Investment</li> </ul>
Advancement Plan	<ol style="list-style-type: none"> <li>1. Work with Superintendent/President to review and consider advancement plan supporting Foundation staff</li> <li>2. Review with board of directors to garner additional support</li> <li>3. Prepare staggered approach as a pilot program</li> </ol>	<ul style="list-style-type: none"> <li>• Fall 2022</li> <li>• Fall 2022</li> <li>• Fluid</li> </ul>	<ul style="list-style-type: none"> <li>• ED / Board Chair</li> <li>• ED/Board Chair</li> <li>• District</li> </ul>
Master Agreement – With BOT approval	<ol style="list-style-type: none"> <li>1. Outline new relationship with District</li> <li>2. Present to Board of Directors to understand agreed upon terms</li> <li>3. Bring to BOT for District approval</li> </ol>	<ul style="list-style-type: none"> <li>• Fall 2022</li> </ul>	<ul style="list-style-type: none"> <li>• ED</li> <li>• ED</li> <li>• Supt. Prez</li> </ul>

BOARD OF DIRECTORS	TACTICS	COMPLETION DATE	RESPONSIBLE PARTY
Board Involvement increases engagement and support for the Foundation	<ol style="list-style-type: none"> <li>1. Create Policy establishing Emeritus Status for former longtime board members</li> <li>2. Set Individual goal to introduce at least 2 new potential friends /donors to the Foundation</li> <li>3. Create Diversity Policy</li> <li>4. Further define the roles of the Executive Committee Directors</li> <li>5. Complete the MOU initiative</li> <li>6. Implement the Advancement policies or if not possible develop policy that shares the costs of the Foundation Staff with the College</li> <li>7. Expand the Academic Angels Leadership initiatives and donations</li> <li>8. Create Campus Grants program and implement first round</li> </ol>	<ul style="list-style-type: none"> <li>• Summer 2022</li> <li>• Spring 2023</li> <li>• Spring 2023</li> <li>• December 2022</li> <li>• Fall 2022</li> <li>• Fluid</li> <li>• Fluid</li> <li>• Spring 2023</li> <li>• Fall 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Foundation Board / ED</li> </ul>

FORTIFY THE FOUNDATION'S FUTURE	TACTICS	COMPLETION DATE	RESPONSIBLE PARTY
40 <sup>th</sup> Anniversary	1. Collaborate with Stepping Out Committee to bring public awareness to the	<ul style="list-style-type: none"> <li>• Summer 2022</li> </ul>	<ul style="list-style-type: none"> <li>• ED/DOD/HR ADVANTAGE</li> </ul>

	<p>Foundation's impact on the Foundation over the last 40 years</p> <ol style="list-style-type: none"> <li>2. Leverage existing events (PC, AA SOC, LL) to enhance promotion</li> <li>3. Deploy marketing material with purposeful branding</li> <li>4. Create year long celebrations recognizing the major milestone</li> </ol>	<ul style="list-style-type: none"> <li>• Stepping Out Committee</li> <li>• Board of Directors</li>   <li>• Fall 2022 / Spring 2023</li>   <li>• Fall 2022</li> </ul>	<ul style="list-style-type: none"> <li>• Staff</li>   <li>• Staff</li> </ul>
Launch 10-year comprehensive campaign	<ol style="list-style-type: none"> <li>1. Conduct feasibility study to determine if campaign is viable</li> <li>2. If so, outline campaign details</li> <li>3. If so, by 12/31/23 launch fundraising campaign to raise \$40 million in 10 years</li> <li>4. Announce launch during year-end culminating event</li> <li>5. Involve students in all programming</li> </ol>	<ul style="list-style-type: none"> <li>• Launch completion Winter 2023</li> </ul>	<ul style="list-style-type: none"> <li>• ED</li>   <li>• ED/DOD</li>   <li>• Foundation Board</li>   <li>• Foundation Board</li>   <li>• Foundation Board / Staff</li> </ul>

<b>FOUNDATION STAFF</b> – Set goals and objectives to improve Foundation Staff Performance	<b>TACTICS</b>	<b>COMPLETION DATE</b> - - Fiscal Year 2022/23 <b>WHO IS RESPONSIBLE?</b>
--	----------------	---



DATABASE MANAGER	1. Create and complete operations manual for FR50 database	Amanda McCarthy
FOUNDATION ACCOUNTANT	1. Work with Guidestar online platform to achieve Platinum Transparency Status	Kirstien Renna
SCHOLARSHIP ASSISTANT / EXEC ASST.	1. Update and Revise Office Procedures Manual	Juli Maxwell
RESOURCE DEVELOPMENT SPECIALIST	1. Increase unrestricted fundraising by at least 2X salary	??
DIRECTOR OF DEVELOPMENT	1. Increase unrestricted fundraising by at least 2X salary	
PLANNED GIVING CONSULTANT	1. Increase board participation in Legacy program by 2%	Gailya Brown
EXECUTIVE DIRECTOR	<ol style="list-style-type: none"> <li>1. Close on one naming opportunity gift on the Palm Desert campus</li> <li>2. Complete feasibility study to launch 10-year campaign.</li> <li>3. Increase unrestricted fundraising by at least 2x salary</li> </ol>	Catherine Abbott

<b>Director and Officer 2022.23 Goals</b>	<b>Goal 1</b>	<b>Goal 2</b>
---	---------------	---------------

<p>Diane Rubin <b>Make sure we have measurable goals</b></p>	<p>Involving more people on campus tours to encourage them to join President’s Circle. Objective is to expand our donor base. Consider other groups who belong to sororities – Promises Made, Promises Broken etc. Take more leaders on the tour who may at one point be considered a possible board member.</p>	<p>Look into ways to partner with other groups in the Valley which have a like interest. Ophelia PSAM Boys and Girls Club</p>
<p>Jake Wuest <b>Make sure we have measurable goals</b></p>	<p>Establish Key Performance Indicators for the organization (i.e. cash on hand, burn rate, year over year growth, donor retention rate, pledge fulfillment, donor churn (donors lost), new donors acquired, number of donors/donations). Set an appropriate threshold for unrestricted assets / expenses so Finance Committee can provide clarity to the Board on the state of our financial position. For example, we could decide that having one year of operating expenses within unrestricted assets is a good benchmark.</p>	<p>Establish a more comprehensive donor database distinguished by time/talent/treasure. Increase donor reporting to better determine how donations are sourced. Continual Board training on budget review and financial performance metrics.</p>
<p>Barbara Foster</p>	<p>Bring the 2022 audit process to a successful close by presenting the audit report for review and approval of the Board as a whole within the time limits specified by the California Non Profit Integrity Act of 2004.</p>	<p>Update the stated purpose of the audit committee to reference the points made at the board retreat of October 2021, that is, to specifically state the Foundation’s commitment to adherence to The California Non Profit Integrity Act of 2004 and to mirror the specific language of the Act in connection with the auditing requirements.</p> <p>To have a clear statement of the “Fraud Policy” that the Audit Committee, under the present Statement Of Purpose, is responsible to maintain and administer.</p>