



Board of Directors Meeting

Tuesday, October 31, 2017

7:30 a.m.

Santa Ana College
SAC Foundation Board Room
1530 W. 17th St.
Santa Ana, CA 92706

MINUTES

The Santa Ana College Foundation Board of Directors meeting was held on Tuesday, October 31, 2017 at Santa Ana College. Ken Purcell called the meeting to order at 7:35 a.m. Ed Arnold, Lewis Bratcher, Alberta Christy, Rossina Gallegos, Madeline Grant, Ed Halverson, Mark McLoughlin, Ken Purcell, Emily Randle, Fortino Rivera, Clayton Rivest, Dr. Linda Rose and Rick Turner were in attendance. Kristin Crellin, Eve Kornyei Ruffatto, Ignacio Muniz, Jayne Munoz and David Valentin were unable to attend.

Ed Arnold introduced and recognized Judy Fleenor from Crave for their support of the 2017 Ed Arnold Golf Classic.

Consent Calendar

Ken Purcell presented the minutes from the August 1, 2017 meeting for approval.

Mark McLoughlin moved, Alberta Christy seconded, Ed Arnold abstained due to absence from meeting, all in favor, the motion carried.

Public Comments

No members of the public were present.

College President's Report

Dr. Linda Rose shared that the Board of Governors visited last month for two days, it was a successful visit where they were able to meet with our students. Our students made public comments at their board meetings and these comments were incorporated into the board's resolution regarding DACA students. The construction is moving along on the campus with the addition of trees and plants. Dr. Rose shared information about the California Guided Pathways initiative, which all 114 community colleges will eventually be integrated to these strategies, but SAC is part of the pilot 20 colleges participating now. She also shared her experience at the President's Symposium at the CASE Conference, advancement work is essential to the college. There is a lot of movement within CASE to engage the college presidents and their efforts with advancement. Christina Romero added that we are very fortunate to have our college president at the table with the Foundation is not something to be taken for granted, it is not always the case. She stated that the Guided Pathways will help develop our next Foundation initiatives.

Emily Randle joined the meeting.

Foundation President's Report

Ken Purcell shared the results to date of our President's Circle membership campaign, with goals for the next two years. Ken Purcell, Christina Romero and Dr. Rose shared their thoughts on the fall event. Guests were pleased by the presentation of our students.

Christina Romero shared the success of the Pave the Way Campaign has reached 250 units and will reach our goal of 1,000 units. We will be adding a bench gift option for \$5000. Ed Arnold inquired about the maintenance of the bricks, Christina answered that in collaboration with the Vice President of Administrative Services, these bricks will be maintained by our M&O team.

Rossina Gallegos joined the meeting.

Executive Director's Report

Christina Romero shared that the Foundation is at a turning point, it is time to think of larger initiatives. A survey will be going out that asks the board to be thoughtful about a team building workshop and motivational strategic planning, possibly ending with a social which can include spouses. Christina provided a data overview for our Scholarship Program. Christina shared progress charts for the Pave the Way Campaign and the Next Century Scholarship Campaign. A press release will also be going out regarding the Next Century Scholarship Campaign.

Christina Romero shared the State Chancellor's College Promise and how that impacts our initiatives. Dr. Rose added that the California Promise is the renaming of the Board of Governors fee waiver, there are no new dollars attached to this program at this time. Madeline Grant added that any marketing piece used to explain the promise work should include cost per student/per semester and not only tuition and books but living/family expenses, identifying the gaps. Ed Halverson asked that a board member serve on the scholarship screening committee and if the board can see what our scholarship criteria looks like and how that aligns with our strategies. Dr. Rose shared that even though nearly 100% of Orange County seniors graduate from high school, less than 50% have completed the A-G requirements and therefore don't go to college because they feel they aren't ready for college even though we do reach out to the students and their parents.

Committee Reports

Athletic Hall of Fame/Ed Arnold Golf Classic

Ed Arnold shared the event program from the Athletic Hall of Fame Induction Ceremony that occurred earlier in October. The committee has engaged an independent contractor to research the success of our athletes so we can find qualified inductees. Ken Purcell announced the next golf tournament scheduled for May 7, 2018. Christina added that the Athletic Hall of Fame ceremony truly shares the impact that Santa Ana College has on our alum. Ed Arnold added that the golf tournament makes it possible for athletic scholarships and program assistance, it's an opportunity to reach out to those not connected to the college. Ken Purcell and Christina Romero provided examples of support to students and the athletic program due to the proceeds of the golf tournament. Dr. Rose also mentioned that the college will be doing a needs assessment to help the Foundation make decisions on funding.

Mark McLoughlin excused himself from the meeting.

Program Partnerships

Christina Romero shared that Eve Kornyei Ruffatto and herself are engaging Segerstrom Center of the Arts in a new partnership. Segerstrom is in a change of their own, and they are trying to collaborate with colleges such as ours. Dr. Rose added that she met with Jason Holland with Segerstrom and they have a whole educational aspect to the center and are working on an idea of a President's Circle student event. Rossina Gallegos added that Union Bank also supports Segerstrom and they can discuss how they can possibly assist with the partnership.

Christina Romero spoke about that Lewis Bratcher's collaboration with Kiwanis Club of Santa Ana and their support of our SAC students which to date has given \$1.5 million to students at Santa Ana College. Lewis

Bratcher shared the history of the Kiwanis/SAC partnership going back to 1954 and some inspiring scholarship recipient stories.

Christina Romero introduced Clayton Rivest to share about his partnership with the Veterans Resource Center. Clayton and Brenda Estrada, the VRC Director, have been providing financial literacy workshops to our student veterans. Brenda Estrada gave brief remarks regarding the work of the VRC and introduced two students, Fernanda Murillo and Jonathan Medina who shared their experience with the VRC. Clayton Rivest on behalf of U.S. Bank presented a check in the amount of \$15,000 in support of the Veterans Resource Center.

Treasurer's Report

Ed Halverson presented the financial statements ending September 30, 2017 and provided some fiscal quarter highlights. Ed Halverson motioned for the approval of the financial statements as presented.

Ed Arnold seconded, Alberta Christy seconded, all in favor, the motion carried.

Ed Halverson reviewed and motioned for approval of the unrestricted operating budget ending September 30, 2017 as presented.

Ed Arnold seconded, Rossina Gallegos seconded, all in favor, the motion carried.

Closed Session

Ken Purcell noted no pending items, so closed session was not necessary.

Future Meetings/Events

Ken Purcell announced the Soldiers to Scholars event this Thursday. There will also be a formal check presentation from AT&T of \$25,000 for the Veterans Resource Center on November 9th. Christina Romero provided a Foundation event calendar through June 2018.

Ken Purcell introduced and recognized Charlie Brown with Balfour Beatty Construction for his support of the 2017 Ed Arnold Golf Classic. Charlie Brown shared about himself and Balfour Beatty Construction and their involvement in education.

Special Guests/Acknowledgements

Christina introduced Rossina Gallegos on behalf of Union Bank to present their continued support of SSTI and Adelante at the \$25,000 level. Rossina Gallegos spoke about their support and introduced the students. Student Allene Parra shared her educational goals and her experience at SSTI. Student Sergio Sanchez also shared his story regarding the support received from the free tuition initiative. Rossina presented a check on behalf Union Bank for their support of SSTI/Adelante.

Adjournment

The meeting adjourned at 9:14 a.m.