



BOARD OF DIRECTORS RETREAT MEETING MINUTES

Saturday, May 9, 2020, 10:00 am – 2:30 pm
Zoom Conference Call

Directors Present: Sbeydeh Viveros-Walton, Sydney Firestone, Adam Sanchez, Dr. Regina Stanback Stroud, Michael Bernick, Patricia Brooks, Trustee Meredith Brown, Robyn Fisher, Angelica Garcia, Tammeil Gilkerson, Tamika Greenwood, Trustee Linda Handy, David Johnson, Tim Karas, Tasion Kwamilele, Joseph Simmons, Seth Steward, Sally Swanson, and William Wilson

Directors Absent: Andreas Culver, Guy Ben Ari, Mark Bosuego, Andre Chambers, Renee Jones and Trustee Meredith Brown

Staff Present: LaNiece Jones, Mashariki White and Ana Cervantes

Guests Present: Lydia Hughes Evans, Spencer Staggers-Elmore, Mel Shaw and Pearl Saad

I. Meeting Called to Order by Board President – Sbeydeh Viveros-Walton at 10:05am

II. Adoption of Agenda – Sbeydeh Viveros Walton (2 min) Motion to approve adoption Directors Sydney Firestone / Dr. Stanback Stroud Motion Passed Unanimously.

III. Roll Call / Introductions – Sbeydeh Viveros Walton

IV. Special Remarks – Chancellor's Report

- Long-term goal Chancellor Stroud wants to make sure that we are pursuing social and economic transformation in the community. These colleges could and should be the educational and cultural centers for the communities that we serve.
- District is in the midst of revising the overarching strategic plan for the district. Due to the fiscal health of the district, the district is working to get the 4 colleges off probation with the Accreditation Commission. District is now working on the structural deficit, which will be a long-term process over the next 4-5 years.
- The COVID-19 pandemic is a threat to higher education and the state is looking at a loss of about 20% of Prop 98 funds which means a significant reduction to community colleges across the state and significant reductions in Peralta. The District will figure out how we maintain comprehensive community colleges to keep access to higher education.

V. Session 1 - The State of Peralta Colleges Foundation - The Foundation's purpose is help student obtain funds for their education through our scholarship program. The Foundation and board's role is to raise money and provide fiscal stewardship for District / College academic programs. Our purpose is in service to the colleges and to the students.

VI. Scholarship Updates –

- **2019/2020 Scholarship Committee Presentation** - Director and Scholarship Review Committee Board Chair Seth Steward provided a report on scholarship results comparing the 2018-2019 academic year to the 2019-2020 academic year. Directors Robyn Fisher and Director Steward devised, disseminated and obtained feedback from scholarship reviewers in an effort to improve scholarship review process for upcoming year.
- **Scholarship Awardee** - Merritt College student Spencer Staggers-Elmore received four scholarship awards this spring including the President's Medallion and Chancellor's Trophy. Staggers-Elmore shared some of his educational journey, future goals and gratitude for receiving the awards.

VII. 2019 Recap – College President's Report out on annual accomplishments and goals in tandem with Foundation

- Merritt College acting President David Johnson - Merritt College received grant funds to support its Food Pantry - \$5,000 from Wells Fargo and two \$1,000 awards from United Lutheran Church. In conjunction with Holy Names University and the Foundation hosted the inaugural Hip Hop Book Club Event featuring Chuck D of Public Enemy where faculty, students, and community members attend. The Foundation also helped facilitate the partnership with Stephen Curry's non-profit Eat, Learn Play Foundation to cosponsor an event with East Oakland CBO OCCUR – David Glover Education and Technology Center to feed families in the east Oakland community.
- New BCC President Angelica Garcia wants to capitalize and build on the Berkeley Promise. Two programs that are really rising: science program is always at maximum capacity and it has high completion and transfer rates of students coming out of that program. Dr. Garcia wants to have fabrication labs and partnerships with other institutions such as Cal Tech and MIT. In speaking with academic and program leadership, Dr. Garcia would like to cultivate a pathway to a law program as many students have expressed an interest in this field. Board member Will Wilson expressed interest to support.
- Laney College President Tammeil Gilkerson with the assistance of the Foundation has been able to cultivate and leverage several successful partnerships, which provided direct support to students. She would like to see the Foundation cultivating legacy gifts, developing an alumni association, volunteerism, direct donations, mentorship and special programs to visit other colleges and universities.

**VIII. Session 2 – Facilitated by Dr. Lydia Hughes-Evans asked of the board:
“What do you need, need to see/ have, to feel comfortable and confident in supporting PCF through Scholarship & Partnership?”**

- Strategies for reducing donor fatigue amongst my personal network; carefully matching the person with the ask, and not asking too often
- Being comfortable asking for money, having come from humble beginnings

- Trusting that PCF has the internal systems in place to “close the communication gaps” with donors (following up with them after they give; keeping them updated on the impact of their gift, etc.)
- Trusting that PCF encourages a “culture of giving” including both micro- gifts and major gifts (asking students and Peralta employees to give as well)
- Verbiage for how to make a compelling ask for PCF
- Strategies for approaching and making the ask of different donor types, including high net worth individuals

“What is one Scholarship & Partnership commitment that you can make to PCF today?”

- Board President Viveros-Walton made a commitment to mapping out her network; identifying whom to ask, and prioritizing PCF as her #1 ask.
- Director Kwamilele is committed to creating a targeted donor list
- Dr. Garcia- intro meetings with Berkeley City Council, Chamber, and Economic Development board; connect them to PCF; nurture mutually beneficial relationships; “I need materials to share with these groups virtually”
- Director Sanchez will leverage existing network and create a top 25 potential donor list

IX. Session 3 – Facilitated by Mel Shaw & Pearl Saad, Fundraising Consultants

- Shaw focused on 3 core fundraising areas: Case of Support (what are you selling in the marketplace), Board Responsibility (oversight & financial health of the Foundation is intact and sustainable) and board commitment (individual and collectively) to meet goals throughout the year and the future of the Foundation.
- Saad provided overview of COS purpose – your sales document - expressed the importance that the board feels comfortable talking about money and has collateral which illustrates need and impact.

Some donations are given based on personal relationships. Some donors require you to demonstrate alignment of matching values and/or their business needs.

Saad shared a draft COS for directors to review, evaluate and provide recommendations for a clear, concise and compelling communications document - with the Chancellor’s vision, Districts’ vision and the highlights of the academic portfolio highlighting the entire Peralta nation. The COS documents the why, the financial goal and how funds would be used. We are raising money for x and y and the reason we are doing that is because with those funds you will see z. The COS should be a catalyst for giving.

- Board members breakout sessions discussed and evaluated the COS: 3 things they liked, 3 things they do not like and 3 recommendations;

“Like” List:

- There is an emphasis of multiculturalism in the slides with the student images used
- It clearly states what the Foundation does
- They like the images of the Foundation president and Chancellor and their message

- Student profiles

“Dislike” List:

- The current COS appears to be follow-up materials that would be sent after the initial ask.
- The COS is too long and wordy.
- We never really make “the ask.”

“Recommendations”:

- There should be a brag piece, which shows numbers that goes first. One deck of overall hook and separate deck for more details
 - Colleges should be featured sooner on the slides
 - Include more student testimonials at the bottom of other slides and not just on the testimonial slide to personalize the Foundation ask.
 - Since the four colleges are distinctly different the COS should incorporate and showcase each college’s identity.
 - Have the deck in Spanish
 - When the CTE is mentioned we should utilize the representative icons
 - Create a campaign to target state and university college students who decided to delay their studies due to COVID-19 that they can continue their education at the community college
 - Include a compelling case to show how a donation can help including how monies go further at a community college
 - Provide a list of where community college students have transferred and companies that employ our graduates such as IBM, Kaiser, etc. so they get a sense of what their contribution can do
 - We should have a short number of slides to speak to what the Foundation is, the message of the foundation and our mission. We should have a short number of slides that provide an overview to speak to who we are, our mission, our ask, and this is why you should contribute in whatever way you can
 - There might be a different type of ask for a corporation as opposed to an individual so there might be a different deck for that
 - A lot of info about the district (not the highlights) could be placed in an appendix (if people want to learn more about the district)
 - Create more positive spin using few detailed number and by using percentages
 - Use infographics to condense the piece
 - The numbers could go into a pie chart such as individual donors, corporate
 - Explain what does a faculty innovation grant look like – is that \$5,000, \$10,000, or etc.? Craft how it looks to the donor – this amount will feed a student for a week, or?
 - Create giving levels such as platinum, gold, or professor-level, student-level, etc.
 - We could mention an average corporation and individual donor amount
- Committee Fundraising Chair Brooks to lead committee revision of the Case of Support.
 - 2nd Breakout - Discussed “What am I supposed to do as it relates to the board’s fiduciary responsibilities to the organization?” referenced from Mel & Pearl’s book with a look at the board commitment form.

- Group report outs/ discussions:
 - Recognize the challenges in an election year and everyone also asking for donations during COVID-19 pandemic
 - We should publicize all programs the colleges have that features healthcare
 - Haven an online auction
 - Director Brooks made personal commitment to raise 3 times the amount she donates
 - Do advertorials via Zoom
 - Directors Brooks & Steward should partner together to cultivate donors from the scholarship reviewers
 - Recognize that this is a board fundraising form not just a board commitment form
 - There are opportunities to get small groups together via Zoom. Depending on the caliber of donor you might have wine and hors d'oeuvres delivered to the donor for the meeting
 - Director Steward recommended we add a board contribution commitment vote to the May 21st board meeting agenda
 - Chancellor Stroud to initiate a college campus competition and encourage administrators to contribute to PCF via monthly employee contributions. Riki is to provide contribution form.
 - Director Brooks to work with President Viveros-Walton and Executive Director Jones to collect the board commitment forms by May 21st board meeting to have a report out.

X. Closing – Wrap Up / Next Meeting

- Thursday, May 28th – “Thank You Toast” via Zoom hosted by Scholarship Committee from 6-7pm
- Thursday, May 21st – PCF Board Meeting via Zoom 5:30pm-7pm