

EXECUTIVE COMMITTEE MEETING
PASADENA CITY COLLEGE FOUNDATION
REGULAR BUSINESS MEETING
Wednesday, December 9, 2020
4:00p.m. Open Session
Pasadena City College
ZOOM Conference <https://cccconfer.zoomus/j/95311680114>
1570 E Colorado Blvd., Pasadena, California 91106

AGENDA

Notice: Members of the public may request the opportunity to address the Board regarding any item on the agenda. To do so, please complete a "Request to Address the Board" form and give it to the Board Secretary prior to the deliberation of the agenda item. Individual speakers are limited to five minutes; total audience participation on any agenda item is limited to thirty minutes.

- I. CALL TO ORDER, ROLL CALL
- II. OPEN SESSION (4:00 p.m.)
 - A. ANNOUNCEMENTS AND RECOGNITIONS
 - B. PUBLIC COMMENT ON NON-AGENDA ITEMS
The Brown Act prohibits the Board from discussing or taking action on any item not on the agenda.
 - C. PRESIDENT’S REPORT – Dr. Erika Endrijonas
 - D. BOARD OF TRUSTEES’ REPORT – James Osterling, Board of Trustees Liaison
 - E. DISCUSSION ITEMS WITH POSSIBLE ACTION
 - 1. Approval of Minutes
 - i. November 18, 2020
 - 2. Approval of Expenditures from November 1, 2020
 - F. REPORTS
 - 1. Finance & Investment – Wade Winter, Chair
 - 2. Advancement Committee Report – Dolores Ybarra & Bobbi Abram
 - 3. Board Development Report – Jack Scott, Chair
 - 4. Business Council Report – Bill Hawkins/ Hoyt Hilsman, Co-chairs
 - 5. Communications & Public Relations – Ralph Frammolino, Chair
 - 6. Scholarship & Student Success Committee Report – Greg Sun, Chair
 - 7. Foundation President’s Report – Gloria Pitzer
 - 8. Executive Director’s Report – Bobbi Abram
- III. MOTION TO ADJOURN

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1570 East Colorado Boulevard, Pasadena, California 91106**

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The Executive Committee of the Pasadena City College Foundation met on Wednesday, November 18, 2020 via Zoom video-conference, Pasadena City College, 1570 East Colorado Boulevard, Pasadena, California 91106.

I. **CALL TO ORDER, ROLL CALL**

The meeting was called to order at 4:01 p.m. by Ms. Gloria Pitzer, President.

Executive Committee Members Present

Ms. Charmayne Mills Ealy
Dr. Erika Endrijonas, PCC Superintendent/President
Mr. Ralph Frammolino
Mr. Bill Hawkins, Past President
Mr. Hoyt Hilsman, Secretary
Mr. Michael Mitchell
Ms. Ryan Newman
Ms. Gloria Pitzer, President
Mr. Don Schweitzer, Vice President
Dr. Jack Scott
Mr. Greg Sun
Mr. Wade Winter, Treasurer

Liaison, Board of Trustees

Mr. James Osterling

PCC Foundation Staff Present

Ms. Bobbi Abram, Executive Director
Ms. Dolores Ybarra, Development Manager
Ms. Kris McPeak, Director of Operations

II. **OPEN SESSION**

A. **ANNOUNCEMENTS AND RECOGNITIONS**

Mary Thompson will be taking over for Ocie Kara-Simonyan during maternity leave.

B. **PUBLIC COMMENT ON NON-AGENDA ITEMS**

There was no public comment.

C. **PRESIDENT'S REPORT**

Dr. Endrijonas noted that this past Monday was the first day of the new Chief Diversity, Equity, and Inclusion Officer whose name is Dr. Kari Bolen and this is her first job within the community colleges. She will be brought to a future meeting for introduction. Tomorrow is final interviews for the new Vice President of Instruction. Terry Giugni is retiring December 31. At the December Board meeting the Board of Trustees will be considering anywhere between \$25 and \$35 million of a tax revenue anticipation note to cover our budget February through June due to deferrals. Institutional Self Evaluation Report will also be on the Board agenda in December. After the accreditation visit, we are going to have a partnership resource team visit which is an opportunity for colleges

to identify concerns. As Chair of the California Community College Athletic Association Board, at our Board meeting on November 6 we passed a proposal that came to us from our working group that still maintains a schedule of athletics in the spring but with the provision that individual colleges will opt in or opt out of competition in the spring throughout the fall. The likelihood of athletics in the spring at PCC has gone from slim to nil. Statewide committees are happening at the trustee level as well as the CEO level on diversity, equity and inclusion. Our trustees are involved in those initiatives and on the various task forces and she is on the CEO task force to work on various changes to the community college system.

D. BOARD OF TRUSTEES' REPORT

Trustee Osterling mentioned that the trustees are very involved in the diversity, equity, and inclusion initiative. Four trustees are participating in different workgroups. On the financial side, despite the significant budget cutbacks at the state level, they have made every effort to keep the education system fully funded. A meeting is scheduled for the trustees to go over the Institutional Self-Evaluation Report process. Students, faculty and staff have been kept safe and healthy due to Erika's decisions made at the early onset of COVID. There has been community outreach with the Neighbors Committee regarding the Facilities Master Plan.

E. DISCUSSION ITEMS WITH POSSIBLE ACTION

1. Approval of Minutes from the September 9, 2020 meeting.

MOTION: **ON MOTION** OF Mr. Mitchell and seconded by Mr. Winter, the Executive Committee voted by the unanimous vote (Ealy, Endrijonas, Frammolino, Hawkins, Hilsman, Mitchell, Newman, Pitzer, Schweitzer, Scott, Sun and Winter) of the twelve members present to approve the minutes of the Executive Committee meeting held on September 9, 2020.

2. Approval of Expenditures from September 1, 2020

MOTION: **ON MOTION** OF Mr. Hilsman and seconded by Ms. Ealy, the Executive Committee voted by the unanimous vote (Ealy, Endrijonas, Frammolino, Hawkins, Hilsman, Mitchell, Newman, Pitzer, Schweitzer, Scott, Sun and Winter) of the twelve members present to approve the expenditures as presented.

F. REPORTS AND PROJECTS

1. Finance & Investment Report --
Mr. Wade Winter spoke and noted that the cash balances are about the same as they have been for the past several months. Accounts have been moved to Chase Bank. The investment account is up to just over \$30 million which is up from about \$28.8 at the end of last year. That does not include the recent \$1.5 million that came in. Everything is on track with regard to revenues and expenses. The Finance & Investment Committee has set up an ad hoc committee to review our investment and spending policy for the endowment. A letter was sent to our money manager investment advisor at Clifford Swan and we will sit down and have a meeting with them.
2. Advancement Committee Report --
Mr. Don Schweitzer deferred to Dolores Ybarra. Ms. Ybarra noted that the advancement report is more of a productivity report which shows the money that is coming in that is raised, so it will almost always be a little bit different from the financials. The report is broken down into quarters as to how much has been raised year to date. Currently we are in quarter two and we are at \$1.7 million. Last week we received a check from Adelaide Hixon for \$1.5 million. A direct mail piece was just dropped to 10,000 people. Our goal is \$15,000 in unrestricted funds. Giving

Tuesday is coming up on December 1. There will be a virtual holiday party on December 17th.

3. Board Development Report –
Dr. Jack Scott said two new members have been added to the Board and two more to be considered today, Robert Floe and Craig Washington. Rosemead area does not have much representation. Trustee John Martin will give some thought to recommending someone in his area.
4. Business Council Report -
Mr. Hoyt Hilsman thanked Dolores and Bobbi for the work they have been doing. The Business Council plans to develop relationships with various interested groups and leaders in industry who can find jobs and internships for our students and graduates.
5. Communications & Public Relations Report -
Mr. Ralph Frammolino said there is paid media, owned media and earned media. We are now making a push for earned media, stories in other papers and community papers. An initiative is being made to reach out to the Pasadena Star News to see if we can rekindle that relationship so that they are interested in covering us more than they have. We are also pushing our social media. We want to get a much greater engagement on social media, more followers on Facebook and Twitter. We will be trying to start a PCC Foundation podcast, interviewing someone for 5-10 minutes.
6. Scholarship Committee Report –
Mr. Greg Sun reported that the committee has chosen this year's scholarship recipients. We are going to try to do a static posting on the Foundation website listing the recipients and to try to gear it towards a number of constituents who might check in, whether it be donors, parents, or friends. With regard to the sponsorship program, Kris convened a subcommittee meeting with Greg Sun and Ryan Newman to let us know that the interest on the part of students to get a stipend has kind of dropped off.

Kris McPeak said that at the December 7 virtual holiday party there will be a video shown. Students receiving scholarships are submitting short video clips. We have given away \$6,800 out of a budgeted \$40,000.
7. Foundation President's Report -
Ms. Pitzer wished everyone a safe and happy Thanksgiving.
8. Executive Director's Report --
There will be a Champagne tasting on December 17. Video will be shown at December 15 Board meeting. The campaign closing report is about to be published. We are working on creating a new position of Program Coordinator. HR has done a salary survey regarding the managers. Bobbi reported that even though in-person meetings are down, she has been attending the Rotary and Pasadena Executive Roundtable meetings virtually.

III. MOTION TO ADJOURN

There was a motion to adjourn the meeting at 5:10 p.m.

MOTION: ON MOTION OF Dr. Endrijonas and seconded by Mr. Hilsman, the Executive Committee voted by the unanimous vote (Ealy, Endrijonas, Frammolino, Hawkins, Hilsman, Mitchell, Newman, Pitzer, Schweitzer, Scott, Sun and Winter) of the twelve members present to adjourn the November 18, 2020 meeting.

MOTIONS FOR APPROVAL – November 18, 2020

1. To approve the minutes of the Executive Committee Meeting held on September 9, 2020.
2. To approve expenditures presented on November 18, 2020.
3. To adjourn the November 18, 2020 Executive Committee Meeting.

Respectfully submitted,

By: 

Hoyt Hilsman, Secretary

Proposal For
Targeted Campaign For
Fixtures, Furniture, Equipment, Programming & Scholarships
To Coincide With
Construction Of Sarafian (Health & Sciences Building)

Introduction

Until recently, when the PCC Foundation conducted the first comprehensive major gifts campaign for Pasadena City College (the IMPACT Campaign), the history of major initiative fundraising was focused on targeted campaigns that coincided with the construction of new buildings on the campus. The most recent were the Shatford Library and Center for the Arts Building (dedicated in 2013).

With the new Sarafian Building (commonly called the “U” building) ready for deconstruction in October, 2020, the PCC Foundation Advancement Committee is proposing that the PCC Foundation consider conducting a targeted campaign to support the fixtures, furniture, equipment, programming and scholarships that will be needed to support the programs and students served by the new Sarafian building.

The new building will house the PCC Health & Sciences programs including the Nursing program, Dental programs, science labs, classrooms and offices that are now located in Science Village, the Foothill Campus (CEC) and across the Colorado campus.

Timeline

The building and campaign flexible timelines should coincide as such:

October, 2020	Deconstruction of the building
December, 2020	Presentation of Campaign proposal to Foundation Board for approval to advance
Spring 2021	Begin conversations with PCC (Drs. Endrijonas, Bush, Young, House to determine need for programs in the building). Begin prospecting.
Spring 2021	Groundbreaking ceremony/announcement of deconstruction
Summer, 2021	Review draft of needs
Fall, 2021	Review draft of Case Statement
Winter, 2021	Get broad input on Case Statement. Determine campaign goal. Design and print final Case Statement. Select Committee and Chairs. Begin Silent Phase of Campaign.
Spring 2022 through Spring 2023	Identify lead gift prospects and begin lead gift solicitations
Spring 2023	Hard Hat Tour. Soft Opening

Fall 2023 or Spring 24 Dedication. (This event could also serve as an opening event for the Centennial Celebration or Centennial Campaign).

APPROVAL SOUGHT

September 16 Advancement Committee review this proposal and edits as necessary.
October 14, 2020 Advancement Committee Chairs review proposal with Executive Committee
Or November 11, 2020
December 15, 2020 Advancement Committee Chairs propose a targeted campaign to the Foundation Board members. Ask for approval to begin discussions, propose a budget.
Spring, 2021 Begin conversations to determine needs with PCC leadership.
July 1, 2021 Adopt Campaign budget for new fiscal year.