

**BOARD OF DIRECTORS MEETING  
PASADENA CITY COLLEGE FOUNDATION  
QUARTERLY REGULAR BUSINESS MEETING**

**Tuesday, September 17, 2019**

**7:30 a.m. Open Session**

**Pasadena City College**

**Circadian Room**

**1570 East Colorado Boulevard, 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.

### **QUARTERLY REGULAR BUSINESS MEETING**

- I. CALL TO ORDER – Bill Hawkins, President
- II. OPEN SESSION
  - A. PUBLIC COMMENT ON NON-AGENDA ITEMS  
*The Brown Act prohibits the Board from discussing or taking action on any item not on the agenda.*
  - B. ANNOUNCEMENTS AND INTRODUCTIONS
- III. ACTION ITEMS
  - 1. Approval of Minutes of June 18, 2019 Annual and Quarterly Board Meeting
  - 2. Financial Report and Approval of 2019-2020 Budget
  - 3. Approval of Advisors – Clara Potes-Fellow
  - 4. Strategic Plan – Dr. James Kossler
- IV. REPORTS
  - A. COLLEGE PRESIDENT'S REPORT – Dr. Erika Endrijonas
  - B. TRUSTEE LIASION REPORT– Hoyt Hilsman
  - C. COMMUNICATIONS AND PUBLIC RELATIONS – Ralph Frammolino
  - D. ADVANCEMENT COMMITTEE – Carmella Grahn & Dolores Ybarra
  - E. SCHOLARSHIP COMMITTEE – Greg Sun
  - F. PCC FOUNDATION PRESIDENT'S REPORT – Bill Hawkins
  - G. EXECUTIVE DIRECTOR'S REPORT – Bobbi Abram
  - H. ADJOURN QUARTERLY REGULAR BUSINESS MEETING
- V. FUTURE BOARD ACTIVITY DATES
  - Next board meeting – Tuesday, December 17, 2019
  - Hometown Legend Series – Wednesday, October 23, 2018
  - Annual Dinner – Friday, November 1, 2019
  - Scholarship Ceremony – Friday, December 6, 2019

VI. FUTURE COMMITTEE MEETINGS

Board Development Committee – Tuesday, September 24, 2019

Finance & Investment Committee – Thursday, October 31, 2019

Executive Committee – Wednesday, October 9, 2019 (if needed)

## Ocie Kara-Simonyan

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**From:** Alexander Boekelheide  
**Sent:** Wednesday, September 11, 2019 9:47 PM  
**To:** Alexander Boekelheide  
**Subject:** PCC Board of Trustees meeting report, September 11, 2019

Hello:

In an effort to help our community stay informed about actions taken during governance meetings, I'm pleased to share a report from the most recent meeting of the Pasadena Area Community College District Board of Trustees.

- Michael Bush, assistant superintendent/vice president for business and administrative services, presented the college's final 2019-20 operating budget for approval by the board. The budget includes a cost-of-living adjustment of 3.26 percent, expands the California College Promise, and provided relief on rising pension costs – three measures which combine to bring the district nearly \$7 million in additional funds this fiscal year. The budget includes planned deficit spending of nearly \$2 million due to allocations rolling over from the previous fiscal year to spend on projects that will carry over. The board held a pro-forma public hearing and approved the budget as recommended by administration.
- Institutional Effectiveness Executive Director Crystal Kollross led a study session on the college's draft Educational Master Plan. This document, which drives the college's strategic planning efforts, will drive key performance indicators through the 2021-22 academic year. Trustees pursued questions related to student success in the local job market, the college's actions to track performance against the goals in the plan, and the time span covered by the plan. The college will bring forward the final Educational Master Plan for approval at a future board meeting.
- Niki Dixon, who directs PCC's Extended Opportunity Programs & Services (EOP&S) department, presented to the board on the occasion of the program's 50<sup>th</sup> anniversary. Born of the Civil Rights Movement, EOP&S serves former foster youth, single parents on county aid, and other students impacted by social support programs. "EOP&S is the original equity program in the state of California," Dixon said. The department heralded the milestone in a week of special events earlier this month.
- The board passed two resolutions marking National Hispanic Heritage Month and National Cyber Security Awareness Month, commemorations which will be marked by programming at the college over the next 30 to 45 days.
- Under action taken by the board tonight, a new class titled Intermediate Boot Camp will be in the Kinesiology, Health, and Athletics curriculum next summer, giving students the chance to participate in this popular high-intensity, full-body workout regimen.
- Fifty students in the Puente Program will travel to San Diego for a weekend in October for college tours, meetings with students, and other activities to expose them to university life, thanks to action taken by the board.
- The board approved a trip by the Associated Students Executive Board, who will visit Sacramento in late October for the California Community College Student Affairs Association Leadership Conference, where they will advocate and educate on issues of interest to student leaders.
- The board formally accepted the completion of heating, ventilation, and air-conditioning projects in the GM, E, and L buildings, as well as alterations and improvements to the C Building.
- Element Consulting Group, Bernards, and Kitchell/CEM are members of a short list of construction management firms that are prequalified to administer construction projects at the college, thanks to action taken by the board tonight. Trustee John Martin took the opportunity to publicly acknowledge Jack Schulman, who has managed construction projects at PCC for decades. "There's not an inch of building on this property that doesn't have Jack's fingerprints on the outside of it," Martin said, "and there's not an inch of this college that doesn't have Jack Schulman's heart inside it."

- The board directed the college to solicit proposals for vendors to service beverage and vending machines at all district locations to streamline administration of this revenue-generating opportunity.
- The board approved a number of personnel actions:
  - Noemi Beck-Wegner (Social Sciences), Gregory Zamora (Visual Arts and Media Studies) and Dave Smith (Math & Computer Science) joined the faculty as temporary instructors. Mr. Smith served as a lead programmer analyst in the Information Technology Services Division before moving into the classroom.
  - Isela Ocegueda moved from serving as dean of the English division to dean of academic affairs. Fernando Serrano, who most recently served as an assistant in the Learning Assistance Center, will take on a new role as a technician in the EOP&S, CARE, and Next UP program. The board also approved the following reclassifications, which come about as a result of the college's reclassification process:
    - David Colley (from business analyst specialist to business analyst in Institutional Effectiveness);
    - Nohelia Franco (from administrative assistant I to administrative assistant II at the Community Education Center);
    - Richard Harsha (from heating/ventilation equipment technician to heating/ventilation equipment mechanic in Facilities and Construction Services);
    - Rigoberto Hernandez (from custodian to laundry worker/custodian in Facilities and Construction Services);
    - Denise Jaramillo-Meija (from intermediate clerk I to intermediate clerk II in EOP&S);
    - Karen Luchsinger (from administrative assistant I to administrative assistant II in Languages & ESL);
    - Alicia Martinez (from administrative assistant I to administrative assistant II in Social Sciences);
    - Bethany Stump (from intermediate account clerk I to intermediate account clerk II in Student Business Services);
    - Ken Trinh (from intermediate account clerk I to intermediate account clerk II in Student Business Services); and
    - Katina Williams (from intermediate clerk I to intermediate clerk II in the Outreach and Transfer Center.
  - The board honored the departures of four individuals from the college:
    - Javier Carbajal-Ramos, who left the college to lead programs for undocumented students at Los Angeles Valley College;
    - Michael Cranfill, an instructor in Visual Arts and Media Studies who retired after six years of service to PCC;
    - Melanie Willhide, who served as a Visual Arts and Media Studies instructor; and
    - Cheryl Cornelious-Ayala, a clerk in Visual Arts and Media Studies who passed away in July.
- At the recommendation of Carlos "Tito" Altamirano, the meeting was adjourned in recognition of the Sept. 11, 2001, terrorist attacks and those who lost their lives that day, and also in honor of Kennon Miedema, a Marine veteran and PCC alumnus who served as a history professor from 1959 to 1993.

If you'd like to know more, you can access the [full board packet](#) (click "Sep 11, 2019" under the "Meetings" tab) from the meeting online. Video of the meeting is also available on our [YouTube channel](#).

The next regularly scheduled board business meeting will be Tuesday, October 15, at 6 p.m., in Creveling Lounge. **Please note that this meeting will take place on a Tuesday.**

Thank you,  
Alex Boekelheide

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## Ocie Kara-Simonyan

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**From:** Alexander Boekelheide  
**Sent:** Wednesday, August 21, 2019 9:20 PM  
**To:** Alexander Boekelheide  
**Subject:** PCC Board of Trustees meeting report, August 21, 2019

Hello:

In an effort to help our community stay informed about actions taken during governance meetings, I'm pleased to share a report from the most recent meeting of the Pasadena Area Community College District Board of Trustees.

- Kicking off an island-themed meeting intended to celebrate the end of summer, Board President James Osterling and Dr. Erika Endrijonas honored Trustee Anthony Fellow for his service as president of the board from December 2017 to July 2019.



- Leaders from Southern California Public Radio, including President & CEO Herb Scannell, Chief Operations Officer & CFO Elsa Luna, and President Emeritus Bill Davis, gave a presentation to the board on the media company's operations. As the partnership between the college and the station enters its 20th year, KPCC has the highest listenership among public radio stations in the greater Los Angeles area and is one of the top three stations in the nation.
- Board President Osterling made the following committee and representative appointments:
  - Community College League of California representative: Linda Wah
  - Los Angeles County Committee on School District Organization representative: Sandra Chen Lau
  - Los Angeles County School Trustees' Association representative: Sandra Chen Lau
  - PCC Foundation representative: Hoyt Hilsman
  - Measure P Committee representative: John Martin
  - Facilities Master Plan Committee: John Martin (Chair), Berlinda Brown, Linda Wah
  - Accreditation/Board Policy Review Committee: Berlinda Brown (Chair), Anthony Fellow, Hoyt Hilsman, Student Trustee Alex Sarkissian
  - Budget & Audit Committee: John Martin (Chair), Berlinda Brown, Sandra Chen Lau
  - KPCC Oversight Committee: Anthony Fellow (Chair), Hoyt Hilsman, Sandra Chen Lau

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- Legislative Advocacy Committee: Hoyt Hilsman (Chair), Anthony Fellow, Linda Wah, Student Trustee Alex Sarkissian
- Students from a range of programs will take a five-day tour of historically black colleges and universities in the Atlanta area in October, thanks to action taken by the board. Thirty-two students in TRIO pre-college programs, A2MEND, EOP&S NextUp and the Transfer Center will visit Morehouse College, Spelman College, and Clark Atlanta University.
- The college will seek proposals for upgrades to its parking permit machines on the Colorado and Foothill campuses. The technology upgrade will enable faster processing and process improvements to the sale and display of parking permits, with an estimated investment of \$410,000 over the next five years.
- The board approved a renewal of a contract with the Chancellor's Office that allows the state to withhold funds due the college from students' tax returns, lottery winnings, or other state funding sources.
- Pay rates for hourly employees will increase to align with the City of Pasadena's minimum-wage ordinance. The board authorized an updated wage scale with a basement of \$14.25 per hour, up from \$12 per hour, for entry-level hourly workers.
- The college will solicit proposals for coach bus and yellow bus services for student travel following action taken by the board at tonight's meeting.
- The board passed official resolutions establishing March 3, 2020, as the day that three trustee seats will stand for election: Area 2 (currently held by Board President Osterling), Area 4 (currently held by Trustee Hilsman), and Area 6 (currently held by Trustee Martin).
- With the books on the 2018-19 fiscal year officially closed, the college transferred surplus funds to the following accounts:
  - \$5.285 million to the Capital Facilities Fund
  - \$2 million to the college's post-employment benefit fund
  - \$1 million to the college's property and liability self-insurance fund
  - Roughly \$22,000 to improvements to the PCC Northwest site at John Muir High School
- The board approved a number of personnel actions:
  - Quinn Tang (director, Student Health Services), Nancy Chan (programmer analyst, Information Technology Services), Susan Nguyen (system administrator, Information Technology Services), and Rafael Saldana (shipping and receiving clerk, Office Services) joined the college's staff.
  - Krizia Rexha was named an interim clerk in the Health Sciences division. The board also approved title changes for three administrators: Robert Blizinski (to Assistant Superintendent/Vice President, Human Resources), Alex Boekelheide (to Special Assistant to the President), and Cynthia Olivo (to Assistant Superintendent/Vice President, Student Services).
  - The board approved the departures of five individuals from the college:
    - Ryan Mason, who was hired as an educational advisor in the Talent Search Program, has left the college;
    - Chuck Pomeroy, who has most recently worked as the assistant director for technical services in the Information Technology Services department, will retire Sept. 20 after 34 years of service to PCC;
    - Brandon Saller has left his post as an instructor in the Business, Engineering & Technology division;
    - Karyn Skiathitis retired from her position as a Health Sciences instructor after 7.5 years of service to the college; and
    - Nicholas Valsamides left the college after serving as an accountant in Fiscal Services.
- The meeting was adjourned in memory of two special members of the PCC community: Melquiades Mares, Jr., an educator, Navy veteran, PCC alumnus and scholarship donor, and father of Director of Student Equity Michaela Mares-Tamayo who passed away August 12, and Cheryl Cornelious-Ayala, a 20-year employee of the college who passed away last month.

If you'd like to know more, you can access the [full board packet](#) (click "Aug 19, 2019" under the "Meetings" tab) from the meeting online. Video of the meeting is also available on our [YouTube channel](#).



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The next regularly scheduled board business meeting will be Wednesday, September 11, at 6 p.m., in Creveling Lounge.

Thank you,  
Alex Boekelheide

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## **Alex Boekelheide**    Executive Director

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## Ocie Kara-Simonyan

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**From:** Crystal A. Kollross <CAKOLLROSS@pasadena.edu>  
**Sent:** Wednesday, July 17, 2019 7:52 PM  
**Subject:** PCC Board of Trustees meeting report, July 17, 2019

On behalf of Alex Boekelheide

Hello:

In an effort to help our community stay informed about actions taken during governance meetings, I'm pleased to share a report from the most recent meeting of the Pasadena Area Community College District Board of Trustees.

- It was the board's annual organizational meeting, in which the Trustees choose new leaders for the year to come. The board officers for the 2019-2020 academic year are:
  - President: James A. Osterling
  - Vice President: Hoyt Hilsman
  - Clerk: Berlinda Brown
  - Secretary: Erika Endrijonas, Ph.D.
- Alex Sarkissian was sworn in as the student trustee for the academic year.
- Board President Jim Osterling, in consultation with other Board members, appointed Trustees Martin, Brown, and himself Trustee Osterling to the Facilities Master Plan Subcommittee
- Board President Osterling is officially a candidate for the Association of Community College Trustees Nominations Committee following action taken by the board tonight.
- The college has the authority to make retroactive salary payments because of a resolution passed by the board relating to indefinite salary arrangements.
- The board lent its official support to four pieces of legislation under consideration in Sacramento. The bills are:
  - Assembly Bill 2, relating to the California College Promise program;
  - Assembly Bill 48, which recommends statewide bond programs for K-14 education be placed on ballots in 2020 and 2022;
  - Assembly Bill 1314, which would lower barriers to participation in the state's CalGrant financial aid program; and
  - Senate Bill 173, which would make it easier for students receiving federal workstudy funds to enroll in the CalFresh nutrition assistance program.
- The Board choose to pull agenda item H6 AB 1504-Student Representation Fee, for discussion at the next regularly scheduled Board meeting.
- It was the first meeting of the fiscal year, so the bulk of the board's actions related to approving standard umbrella authorizations for professional development, training, and other expenditures over the course of the year to come.
- The college is approved to become a member of local chambers of commerce and statewide education groups, as well as the American Bar Association, the California Community College Mental Health & Wellness Association, and the California Fashion Association. In all, the board approved membership in 120 organizations for the coming year.
- The board approved a number of personnel actions:
  - Louis Lopez (Commercial Music) joined the faculty in the Performing and Communication Arts division.
  - Sharis Davoodi (interim director, Freeman Center for Career & Completion), Veronica De La Rosa (curriculum catalog technician), Adam Howard (assistant director, Enterprise Application Services), Jacqueline Javier (work-based learning program manager), Ryan Mason (Talent Search educational advisor), Ernesto Nery (assistant director, Financial Aid), and Bernice Rose (supervisor, Student Business Services) joined the classified staff.



- o Starting July 18, Lynora Rogacs will serve as the new dean of the Visual Arts and Media Studies division. Eugene Chang (Purchasing Services), Marilyn Johnson (Information Technology Services), Tony Loc (Facilities Services), Sandra Parra (International Student Center), Rafael Saldana (Office Services), Linda Valencia (Facilities Services), Jessica Viray (Library), and Jonathan Wiggins (Facilities Services) will all be moving to new roles in the months ahead.
- o Rebecca Morris (Visual Arts and Media Studies) and Yvette Rosas (Counseling) will be on leave in the coming months. Monique Hedrick Walters has retired from the English division after more than six years of service to the college, and Vincent Whiting will be leaving his post in Facilities Services in mid-August after 26 years' service at PCC.

The meeting was adjourned in memory of Professor Gabriel Crespo, a noncredit ESL adjunct faculty member who recently passed away unexpectedly.

If you'd like to know more, you can access the [full board packet](#) (click "July 17, 2019" under the "Meetings" tab) from the meeting online. Video of the meeting is also available on our YouTube channel.

The next regularly scheduled board business meeting will be Wednesday, August 21, at 6 p.m., in Creveling Lounge.

Thank you,  
Alex Boekelheide

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## Alex Boekelheide Executive Director



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**BOARD OF DIRECTORS MEETING  
PASADENA CITY COLLEGE FOUNDATION  
MINUTES OF THE  
ANNUAL MEETING & QUARTERLY REGULAR BUSINESS MEETING  
Tuesday, June 18, 2019  
7:30 A.M. Open Session  
Pasadena City College  
Circadian Room  
1570 East Colorado Boulevard, Pasadena, California 91106**

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The Board of Directors of the Pasadena City College Foundation met on Tuesday, June 18, 2019 in the Circadian Room, Pasadena City College, located at 1570 East Colorado Boulevard, Pasadena, California 91106.

**ANNUAL MEETING**

**I. CALL TO ORDER**

The meeting was called to order at 7:36 a.m. by Mr. Bill Hawkins, President.

**Board of Directors Present:**

Ms. Vivian Chan  
Ms. Charmayne Ealy  
Dr. Erika Endrijonas (PCC Superintendent-President)  
Dr. Bill Goldmann  
Mr. William Hawkins (President)  
Mr. Preston Howard  
Ms. Susan Kinney  
Dr. James Kossler  
Ms. Stephanie Lam  
Ms. Nancy Lan  
Ms. Sandi Mejia Ramirez  
Mr. Michael Mitchell  
Ms. Ryan Newman

Ms. Clara Potes-Fellow  
Ms. Diane Rankin  
Ms. Estela Richeda  
Mr. Jim Sarni (Past President)  
Ms. Gloria Scharre Pitzer (Vice President)  
Mr. R.C. Schrader  
Mr. Don Schweitzer (Secretary)  
Dr. Jack Scott  
Ms. Phyllis Specht  
Mr. Gregory Sun  
Dr. Ladd Thomas  
Mr. Wade Winter (Treasurer)

**Board of Directors Absent:**

Mr. Scott Bell  
Ms. Dana Dattola  
Mr. Jon Fuhrman

Ms. Carmella Grahn  
Mr. Chuck Stanislawski

**Board of Trustees Liaison:**

Mr. Hoyt Hilsman  
Ms. Sandra Chen Lau

**Advisory Members Present:**

Mr. Mel Cohen  
Mr. John Cushman  
Ms. Bobbie Moon

Mr. Bill Opel  
Mr. Lonnie Schield

**Foundation Staff Present:**

Ms. Bobbi Abram, Executive Director  
Ms. Kris McPeak, Director of Operations  
Ms. Dolores Ybarra, Development Manager  
Ms. Ocie Kara-Simonyan, Administrative Assistant  
Ms. Lisa Velasco, Administrative Assistant

**Guest(s):**

Mr. Glenn Bowie, Nominee to become members of the board  
Mr. David Fields, Nominee to become members of the board  
Ms. Nancy Davis, Consultant

II. OPEN SESSION

A. PUBLIC COMMENT ON NON-AGENDA ITEMS

There was no public comment.

B. INTRODUCTION OF GUESTS

Mr. Hawkins introduced David Fields and Glenn Bowie, nominees to become members of the Board of Directors.

C. ACTION ITEMS

1. Approval of Board Members, Standing Committees, Officers and Executive Committee

*Approval of 2019-2020 Board of Directors*

Mr. Schweitzer presented the slate of nominees of current board members who are eligible for re-election: Dana Dattola, Michael Mitchell and Wade Winter. The new nominees for election are: Mark Harmsen, Glenn Bowie and David Fields. Dionne Shelton will serve for one year in the Ex-officio capacity, as President of Associated Students.

**MOTION:** **ON MOTION OF** Mr. Schweitzer and seconded by Mr. Howard, the Board voted by a unanimous vote of the twenty-five members present (Chan, Ealy, Endrijonas, Goldmann, Hawkins, Howard, Kinney, Kossler, Lam, Lan, Mejia-Ramirez, Mitchell, Newman, Potes-Fellow, Rankin, Richeda, Sarni, Scharre-Pitzer, Schrader, Schweitzer, Scott, Specht, Sun, Thomas and Winter) to approve the Slate of Board Members for election.

*Approval of 2019-2020 Standing Committees*

**MOTION:** **ON MOTION OF** Mr. Schweitzer and seconded by Mr. Goldmann, the Board voted by unanimous vote of twenty-five members present (Chan, Ealy, Endrijonas, Goldmann, Hawkins, Howard, Kinney, Kossler, Lam, Lan, Mejia-Ramirez, Mitchell, Newman, Potes-Fellow, Rankin, Richeda, Sarni, Scharre-Pitzer, Schrader, Schweitzer, Scott, Specht, Sun, Thomas and Winter) to approve the following standing committees: Audit, Executive, Finance & Investment, Communications & Public Relations, Scholarship and Advancement.

*Approval of 2019-2020 Officers and Executive Committee*

Mr. Schweitzer then presented the slate of officers and at large members who will serve on the Executive Committee, which are: Bill Hawkins, President; Gloria Scharre-Pitzer, Vice President; Don Schweitzer, Secretary; Wade Winter, Treasurer; Jim Sarni, Past President; Erika Endrijonas, PCC Superintendent-President, Ralph Frammolino, Chair, Communications; Bill Goldmann, Chair, Advancement; Carmella Grahm, Vice Chair, Advancement; Michael Mitchell, Chair, Finance & Investment; Ryan Newman, Vice Chair, Communications/Scholarship; Clara Potes-Fellow, Chair, Board Development; Greg Sun, Chair, Scholarship; Stephanie Lam, Chair, Audit and Hoyt Hilsman as Trustee Liaison.

**MOTION:** **ON MOTION OF** Mr. Schweitzer and seconded by Ms. Scharre-Pitzer, the Board voted by unanimous vote of twenty-five members present (Chan, Ealy, Endrijonas, Goldmann, Hawkins, Howard, Kinney, Kossler, Lam, Lan, Mejia-Ramirez, Mitchell, Newman, Potes-Fellow, Rankin, Richeda, Sarni, Scharre-Pitzer, Schrader, Schweitzer, Scott, Specht, Sun, Thomas and Winter) to approve the 2019-2020 Officers and Executive Committee.

D. SPECIAL RECOGNITION

Mr. Hawkins congratulated the newly elected Directors, Executive Committee members and officers. He also thanked Ms. Mejia and the Board Development Committee who have worked all year long to bring new board members throughout the year.

Mr. Hawkins then paid special tribute to the board members who are leaving the board, James Kossler, Sandi Mejia-Ramirez, Phyllis Specht and Ladd Thomas. He noted that Mr. Kossler came to the Foundation following his successful stint as President of PCC. Ms. Mejia-Ramirez was awarded the PCC Foundation's Volunteer of the Year award in 2015. Ms. Specht joined the Foundation Board in 2010 and was the most recent author to our Bylaws. Lastly, Mr. Thomas wrote the alma mater and has been a long-time member of the Scholarship Committee. Mr. Hawkins presented them with a plaque to honor their service to the board.

E. ADJOURNMENT

**MOTION:** **ON MOTION OF** Mr. Howard and seconded by Dr. Scott, the Board voted by unanimous vote of twenty-five members present (Chan, Ealy, Endrijonas, Goldmann, Hawkins, Howard, Kinney, Kossler, Lam, Lan, Mejia-Ramirez, Mitchell, Newman, Potes-Fellow, Rankin, Richeda, Sarni, Scharre-Pitzer, Schrader, Schweitzer, Scott, Specht, Sun, Thomas and Winter) to adjourn the Annual Business Meeting held on Tuesday, June 18, 2019.

**QUARTERLY REGULAR BUSINESS MEETING**

I. CALL TO ORDER

The meeting was called to order at 8:01 a.m. by Mr. Bill Hawkins.

II. OPEN SESSION

A. PUBLIC COMMENT ON NON-AGENDA ITEMS

There was no public comment.

B. ANNOUNCEMENTS

Ms. Bobbie Moon gifted the Foundation staff a handmade quilt she made herself.

C. ACTION ITEMS

1. Approval of Minutes of March 19, 2019 | Quarterly Board Meeting

**MOTION:** **ON MOTION OF** Mr. Howard and seconded by Ms. Sharre-Pitzer, the Board voted by unanimous vote of twenty-three members present (Bowie, Chan, Ealy, Endrijonas, Fields, Goldmann, Hawkins, Howard, Kinney, Lam, Lan, Mitchell, Newman, Potes-Fellow, Rankin, Richeda, Sarni, Scharre-Pitzer, Schrader, Schweitzer, Scott, Sun, and Winter) to approve the minutes of March 19, 2019 Quarterly Board Meeting.

III. REPORTS

D. COLLEGE PRESIDENT'S REPORT

Dr. Endrijonas reported the state budget added the Sarafian building back on their funding list, giving the college 80% of the funding. This is a huge victory. Plans for the building will come out in the next 6 to 8 weeks. The college will start taking bids for this project. PCC officials want to move forward pretty quickly to save money on rising construction costs.

The Board of Trustees passed and adopted a series of college goals "Vision for Success". The metrics designated by the college cover completion, transfer, unit accumulation, workforce development, and student equity. The goals were



determined by the college's Strategic Planning Committee and will guide decisions at PCC for the next five years. The college also has a newly approved mission statement.

E. TRUSTEE LIASION REPORT

Trustee Hilsman complimented Dr. Endrijonas, Dr. Jack Scott and Mr. Boekelheide for all their efforts in getting the U building back on the funding list.

Mr. Hilsman sits on the Foundation Business Council and this committee will be focusing on building industry contacts to help PCC students enter the workforce.

A memorandum of understanding with La Canada Unified School District regarding dual enrollment programs at district high schools was approved by the board.

Mr. Hilsman commented on the student equity success plan. The achievement gap of Latino and African American students is still there; this needs to be worked on to achieve equity.

F. CAMPAIGN REPORT

Dr. Scott thanked all the members of the board for all their efforts in making this a successful campaign by collectively contributing \$1 million dollars to start the campaign.

Dr. Scott mentioned the college will most likely go out for a bond issue and the Foundation will be instrumental in this.

G. FINANCIAL REPORT

Mr. Winter reported the expense side of the budget is slightly down due to the two placeholders: Promise Program and the Athletics field.

The Finance and Investment committee is revisiting benchmarks and the payout rate with Clifford Swan.

H. PCC FOUNDATION PRESIDENT'S REPORT

Mr. Hawkins thanked the board members for their services throughout the year and said it's been an outstanding year and the progress this board has made and is continuing to make is phenomenal.

I. EXECUTIVE DIRECTOR'S REPORT

Ms. Abram thanked and congratulated the four outgoing members: Sandi Mejia-Ramirez, James Kossler, Phyllis Specht and Ladd Thomas.

Ms. Abram noted Dr. Jack Scott has been working with Pendleton Armistead and have created the Jack Scott Fundraising Institute. This is a national workshop in Claremont and there are over 40 people attending this.

Ms. Abram thanked the Scholarship committee chair and vice chair: Don Schweitzer and Greg Sun. This committee has a great system that works and their work is unseen because it works so well. Ms. Abram appreciates all their hard work.

The Foundation will be supporting the Superintendent-President's Investiture and the closing of the campaign sometime in October.

IV. FUTURE BOARD ACTIVITY DATES

A. Tuesday, September 17, 2019

Board of Directors Meeting – 7:30 a.m., Circadian Room

V. ADJOURNMENT

Mr. Hawkins thanked the Foundation team for their professionalism and adjourned the meeting at 8:53 a.m.

**MOTION:**      **ON MOTION OF** Mr. Howard and seconded by Mr. Schweitzer, the Board voted by unanimous vote of twenty-three members present (Bowie, Chan, Ealy, Endrijonas, Fields, Goldmann, Hawkins, Howard, Kinney, Lam, Lan, Mitchell, Newman, Potes-Fellow, Rankin, Richeda, Sarni, Scharre-Pitzer, Schrader, Schweitzer, Scott, Sun, and Winter) to adjourn the Quarterly Regular Business Meeting held on Tuesday, June 18, 2019.

**MOTIONS CARRIED – June 18, 2019**

**ANNUAL MEETING**

1. To approve 2019-2020 Board Members
2. To approve 2019-2020 Standing Committees
3. To approve 2019-2020 Officers and Executive Committee.

**QUARTERLY BOARD MEETING**

1. To approve the Minutes of March 19, 2019 Quarterly Board Meeting.
2. To adjourn the Quarterly Regular Business Meeting held on Tuesday, June 18, 2019.

Respectfully submitted,

By:   
Don Schweitzer, Secretary

Pasadena City College Foundation  
Proposed Unrestricted Budget  
FY 2019-20  
September 10, 2019

	Total Budget 6/30/2019	YTD Budget 6/30/2019	YTD Actual 6/30/2019	YTD Budget Variance	Budget 2019/2020
<b>Revenues</b>					
Operating Revenue					
Donations	260,000.00	260,000.00	208,298.81	(51,701.19)	270,000.00
Pledges Receivable			240,000.00		0.00
Planned Gifts			207,778.05		
Total Operating Revenue	260,000.00	260,000.00	656,076.86	(51,701.19)	270,000.00
Administrative Fee Revenue					
Administrative Fee	328,346.00	328,346.00	326,348.98	(1,997.02)	341,004.03
Total Administrative Fee Revenue	328,346.00	328,346.00	326,348.98	(1,997.02)	341,004.03
Investment Income					
Dividends and Interest on Unrestricted	90,000.00	90,000.00	85,390.17	(4,609.83)	50,000.00
Total Investment Income	90,000.00	90,000.00	85,390.17	(4,609.83)	50,000.00
<b>Total Revenues</b>	<b>678,346.00</b>	<b>678,346.00</b>	<b>1,067,816.01</b>	<b>389,470.01</b>	<b>661,004.03</b>
<b>Expenses</b>					
<b>Program Expenses</b>					
Personnel Expenses	15,442.90	15,442.90	12,990.92	2,451.98	156,964.91
Operating Expenses					
Community Involvement	20,000.00	20,000.00	26,989.46	(6,929.46)	10,000.00
Discretionary Fund	3,000.00	3,000.00	1,184.39	1,815.61	3,000.00
PCC President's Discretionary					5,000.00
Conference and Seminar	3,000.00	3,000.00	6,003.20	(3,003.20)	3,000.00
Foundation Meetings	6,000.00	6,000.00	6,293.49	(237.22)	5,000.00
Awards and Recognition	2,000.00	2,000.00	752.65	1,247.35	2,000.00
Newsletter & Annual Report	20,000.00	20,000.00	4,123.80	15,876.20	20,000.00
Printing Expense	25,000.00	25,000.00	7,152.00	17,848.00	25,000.00
Postage	5,000.00	5,000.00	0.00	5,000.00	5,000.00
Events	5,000.00	5,000.00	0.00	5,000.00	5,000.00
Advertising	15,000.00	15,000.00	11,644.50	3,355.50	15,000.00
Total Operating Expenses	104,000.00	104,000.00	64,143.49	39,856.51	98,000.00
<b>Total Program Expenses</b>	<b>119,442.90</b>	<b>119,442.90</b>	<b>77,134.41</b>	<b>42,308.49</b>	<b>254,964.91</b>
<b>General and Administrative</b>					
Personnel Expenses	166,040.46	166,040.46	115,107.23	50,933.23	93,138.36
Operating Expenses					
Accounting Fees	130,000.00	130,000.00	130,200.00	(200.00)	130,000.00
Consulting Fees	10,000.00	10,000.00	54,270.18	(44,270.18)	
Office Supplies	3,000.00	3,000.00	2,863.20	418.25	3,000.00
Printing Expense	1,000.00	1,000.00	1,395.48	(395.48)	1,000.00
Postage	1,000.00	1,000.00	6.70	993.30	1,000.00
Computer Software and Equipment	5,000.00	5,000.00	2,563.58	2,436.42	5,000.00
Office Interior	5,000.00	5,000.00	648.01	4,351.99	5,000.00
Photocopier Lease	2,500.00	2,500.00	2,934.47	(434.47)	2,500.00
Advertising	15,000.00	15,000.00	22,984.50	(7,984.50)	25,000.00
Legal Fees	3,000.00	3,000.00	129.00	2,871.00	3,000.00
Bank Fees	2,000.00	2,000.00	573.50	1,426.50	2,000.00
Taxes	250.00	250.00	160.00	90.00	250.00
Miscellaneous	2,000.00	2,000.00	593.67	1,526.21	2,000.00

	Total Budget 6/30/2019	YTD Budget 6/30/2019	YTD Actual 6/30/2019	YTD Budget Variance	Budget 2019/2020
Subscriptions	3,000.00	3,000.00	619.00	2,381.00	3,000.00
Audit Fees	15,000.00	15,000.00	12,270.00	2,730.00	15,000.00
Travel	3,000.00	3,000.00	2,989.37	10.63	3,000.00
Software Training	2,000.00	2,000.00	690.00	1,310.00	2,000.00
Total Operating Expenses	202,750.00	202,750.00	235,890.66	(33,140.66)	202,750.00
<b>Total General and Administrative</b>	<b>368,790.46</b>	<b>368,790.46</b>	<b>350,997.89</b>	<b>17,792.57</b>	<b>295,888.36</b>
<b>Development Expenses</b>					
Personnel Expenses	114,162.00	114,162.00	90,244.00	23,918.00	136,827.17
Fundraising Expenses					
Printing Expense	5,000.00	5,000.00	7,073.74	(2,073.74)	30,000.00
Postage					5,000.00
Computer Software and Equipment	12,000.00	12,000.00	13,142.01	(1,142.01)	13,000.00
Advertising	2,000.00	2,000.00	2,835.00	(835.00)	2,000.00
Miscellaneous	2,000.00	2,000.00	0.00	2,000.00	2,000.00
Travel	1,000.00	1,000.00	940.35	59.65	1,000.00
Donor Cultivation	10,000.00	10,000.00	9,147.33	852.67	12,000.00
Presidents Circle	12,000.00	12,000.00	4,157.57	7,842.43	12,000.00
Annual Dinner	12,000.00	12,000.00	9,656.10	2,343.90	12,000.00
Memberships & Subscriptions	4,000.00	4,000.00	2,941.43	1,058.57	4,000.00
Database Maintenance	5,000.00	5,000.00	500.00	4,500.00	500.00
Software Training	10,000.00	10,000.00	812.50	9,187.50	1,000.00
Major Gifts Program	110,000.00	110,000.00	64,644.82	45,355.18	50,000.00
Major Gifts Campaign Campaign Director	150,000.00	150,000.00	141,527.89	8,472.11	
Planned Giving					8,000.00
Stewardship					50,000.00
Total Fundraising Expenses	335,000.00	335,000.00	257,378.74	77,621.26	202,500.00
<b>Total Development Expenses</b>	<b>449,162.00</b>	<b>449,162.00</b>	<b>347,622.74</b>	<b>113,710.31</b>	<b>339,327.17</b>
<b>Total Expenses</b>	<b>937,395.36</b>	<b>937,395.36</b>	<b>775,755.04</b>	<b>161,640.32</b>	<b>890,180.45</b>
<b>Transfers</b>					
Transfers In					
Transfer from other funds (SCPR)	(300,000.00)	(300,000.00)	(317,500.00)	317,500.00	0.00
Total Transfers In	(300,000.00)	(300,000.00)	(317,500.00)	317,500.00	0.00
Transfers Out					
Transfer to other funds	0.00	0.00	40,000.00	(40,000.00)	
Total Transfers Out	0.00	0.00	40,000.00	(40,000.00)	0.00
<b>Total Transfers</b>	<b>(300,000.00)</b>	<b>(300,000.00)</b>	<b>(277,500.00)</b>	<b>277,500.00</b>	<b>0.00</b>
	<b>40,950.64</b>	<b>40,950.64</b>	<b>569,560.97</b>	<b>528,610.33</b>	<b>(229,176.42)</b>
Transfer from Net Assets					250,000.00
<b>NET SURPLUS/(DEFICIT)</b>					<b>20,823.58</b>



## Summary

PCC Foundation  
Summary Budget  
August 31, 2019

	BUDGET	YTD				VARIANCE
	Total For Foundation BUDGETED	YTD Budget ÷ 12 <i>1st Month</i>	Actual Scholarship, Agency & Other Funds	Actual Unrestricted Fund	YTD Actual TOTAL	Favorable/ (Unfavorable)
Endowment Revenue (PR)	255,081	42,514	1,280	-	1,280	(41,233)
Agency Revenue/Grant (TR)	462,521	77,087	24,019	-	24,019	(53,068)
Scholarship Revenue (TR)	548,178	91,363	190,380	-	190,380	99,017
Operating Revenue (UR)	220,000	36,667	-	9,109	9,109	(27,557)
Administrative Fee ( - ) <i>[Full year]</i>	-	-	(341,004)	341,004	-	-
Investment Income ( - ) <i>[Actual YTD]</i>	1,663,879	277,313	(224,063)	(35,419)	(259,482)	(536,795)
Transfer In	300,000	50,000	2,000	-	2,000	(48,000)
<b>TOTAL REVENUE</b>	<b>3,449,660</b>	<b>574,943</b>	<b>(347,388)</b>	<b>314,694</b>	<b>(32,694)</b>	<b>(607,637)</b>
Agency Expense/Grant (TR)	323,781	53,964	28,572	-	28,572	25,392
Scholarship Paid (TR)	1,069,826	178,304	20,974	-	20,974	157,330
Foundation Support (UR)	254,965	42,494	-	6,593	6,593	35,901
Fund Raising Expense (UR)	364,327	60,721	-	21,902	21,902	38,819
General & Administrative (UR)	295,888	49,315	-	42,556	42,556	6,759
Transfer Out	-	-	2,000	-	2,000	(2,000)
<b>TOTAL EXPENSES</b>	<b>2,308,787</b>	<b>384,798</b>	<b>51,546</b>	<b>71,051</b>	<b>122,597</b>	<b>262,201</b>
<i>Deficit Funded from Net Assets (UR)</i>	-	-	-	-	-	-
<b>NET CHANGE</b>	<b>1,140,873</b>	<b>190,145</b>	<b>(398,934)</b>	<b>243,643</b>	<b>(155,291)</b>	<b>(345,436)</b>

**Pasadena City College Foundation**  
**Balance Sheet**  
**August 31, 2019**

**Assets**

**Current Assets**

Cash and Cash Equivalents	
BOW 635 Operating	116,474
BOW 619 Net Community	113,824
BOW 544 Debit Card	10,986
CS MM-335	138,637
CS MM-932	71,074
Total Cash and Cash Equivalents	<u>450,996</u>

Accounts Receivable	
Pledges Receivable Current	537,969
Holding	50
Total Accounts Receivable	<u>538,019</u>

<b>Total Current Assets</b>	<b><u>989,015</u></b>
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**Long Term Assets**

Investments	
CS Inv 335	26,039,220
Osher Funds	2,098,001
Total Investments	<u>28,137,221</u>

Lots in Arizona	10,850
Prepaid Expense	300,000
Pledges Receivable Long Term	2,244,226
Total	<u>30,692,298</u>

<b>Total Assets</b>	<b><u>31,681,313</u></b>
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**Liabilities and Fund Balance**

**Liabilities**

Accounts Payable	109
Total Liabilities	<u>109</u>

**Fund Balance**

Unrestricted Fund Balance	3,536,695
Temp Restricted Fund Balance	8,870,716
Perm Restricted Fund Balance	19,276,017
Total Fund Balance	<u>31,683,428</u>

<b>Total Liabilities and Fund Balance</b>	<b><u>31,683,538</u></b>
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Pasadena City College Foundation  
Income Statement  
August 31, 2019

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<b>Revenues</b>				
Operating Revenue				
Donations	9,109	-	-	9,109
Total Operating Revenue	9,109	-	-	9,109
Program Donations				
Agency	-	24,019	-	24,019
Scholarship	-	190,380	1,280	191,660
Total Program Donations	-	214,399	1,280	215,679
Administrative Fee Revenue				
Administrative Fee	341,004	-	-	341,004
Total Administrative Fee Revenue	341,004	-	-	341,004
Investment Income				
Interest	4,341	27,459	-	31,800
Dividends	4,270	27,015	-	31,285
Cost Basis Adjustment	-	-	(13,522)	(13,522)
Unrealized Gain/Loss	-	-	122,377	122,377
Realized Gain/Loss	(39,977)	(252,893)	-	(292,870)
Investment Management Fees	(4,053)	(25,637)	-	(29,690)
ADR Fees	(1)	(6)	-	(7)
Total Investment Income	(35,419)	(224,063)	108,855	(150,627)
<b>Total Revenues</b>	<b>314,694</b>	<b>(9,664)</b>	<b>110,135</b>	<b>415,165</b>
<b>Expenses</b>				
<b>Program Expenses</b>				
Personnel Expenses				
Director of Operations	1,298	-	-	1,298
Total Personnel Expenses	1,298	-	-	1,298
Program Support				
Scholarships	-	20,974	-	20,974
Agency	-	28,572	-	28,572
Total Program Support	-	49,546	-	49,546
Operating Expenses				
Administrative Fee	-	341,004	-	341,004
Community Involvement	3,700	-	-	3,700
Discretionary Fund	219	-	-	219
Conference and Seminar	755	-	-	755
Foundation Meetings	621	-	-	621
Total Operating Expenses	5,295	341,004	-	346,299
<b>Total Program Expenses</b>	<b>6,593</b>	<b>390,550</b>	<b>-</b>	<b>397,143</b>
<b>General and Administrative</b>				
Personnel Expenses				
Executive Director	9,116	-	-	9,116
Administrative Assistant	11,059	-	-	11,059
Clerical Assistant	974	-	-	974
Total Personnel Expenses	21,149	-	-	21,149
Operating Expenses				

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Accounting Fees	16,275	-	-	16,275
Office Supplies	108	-	-	108
Postage	55	-	-	55
Office Interior	1,051	-	-	1,051
Photocopier Lease	495	-	-	495
Advertising	2,835	-	-	2,835
Bank Fees	75	-	-	75
Travel	513	-	-	513
Total Operating Expenses	21,407	-	-	21,407
Total General and Administrative	42,556	-	-	42,556
<b>Development Expenses</b>				
Personnel Expenses				
Executive Director	3,039	-	-	3,039
Business Analyst	2,669	-	-	2,669
Clerical Assistant	974	-	-	974
Development Manager	3,042	-	-	3,042
Total Personnel Expenses	9,723	-	-	9,723
Fundraising Expenses				
Memberships	220	-	-	220
Major Gifts Operational	11,959	-	-	11,959
Total Fundraising Expenses	12,179	-	-	12,179
Total Development Expenses	21,902	-	-	21,902
Total Expenses	71,051	390,550	-	461,601
<b>Transfers</b>				
Transfers In				
Transfer from other funds	-	(2,000)	-	(2,000)
Total Transfers In	-	(2,000)	-	(2,000)
Transfers Out				
Transfer to other funds	-	2,000	-	2,000
Total Transfers Out	-	2,000	-	2,000
Total Transfers	-	-	-	-
 BEGINNING FUND BALANCE	3,257,633	9,306,350	19,165,882	31,729,864
NET SURPLUS/(DEFICIT)	243,643	(400,214)	110,135	(46,436)
ENDING FUND BALANCE	3,501,276	8,906,136	19,276,017	31,683,428



**Pasadena City College Foundation**  
**Unrestricted Budget**  
**FY 2019-2020**

	Proposed Budget 2019/2020	YTD Budget 8/31/2019	YTD Actual 8/31/2019	YTD Budget Variance
Revenues				
Operating Revenue				
Donations	220,000	36,667	9,109	(27,557)
Total Operating Revenue	220,000	36,667	9,109	(27,557)
Administrative Fee Revenue				
Administrative Fee	341,004	56,834	341,004	284,170
Total Administrative Fee Revenue	341,004	56,834	341,004	284,170
Investment Income				
Dividends and Interest on Unrestricted	50,000	8,333	(35,419)	(43,753)
Total Investment Income	50,000	8,333	(35,419)	(43,753)
Total Revenues	611,004	101,834	314,694	212,860
Expenses				
Program Expenses				
Personnel Expenses	156,965	26,161	1,298	24,863
Operating Expenses				
Community Involvement	10,000	1,667	3,700	(2,033)
Discretionary Fund	3,000	500	219	281
PCC President's Discretionary	5,000	833	-	833
Conference and Seminar	3,000	500	755	(255)
Foundation Meetings	5,000	833	621	212
Awards and Recognition	2,000	333	-	333
Newsletter & Annual Report	20,000	3,333	-	3,333
Printing Expense	25,000	4,167	-	4,167
Postage	5,000	833	-	833
Events	5,000	833	-	833
Advertising	15,000	2,500	-	2,500
Total Operating Expenses	98,000	16,333	5,295	11,038
Total Program Expenses	254,965	42,494	6,593	35,901
General and Administrative				
Personnel Expenses	93,138	15,523	21,149	(5,626)
Operating Expenses				
Accounting Fees	130,000	21,667	16,275	5,392
Office Supplies	3,000	500	108	392
Printing Expense	1,000	167	-	167

	Proposed Budget 2019/2020	YTD Budget 8/31/2019	YTD Actual 8/31/2019	YTD Budget Variance
Postage	1,000	167	55	112
Computer Software and Equipment	5,000	833	-	833
Office Interior	5,000	833	1,051	(218)
Photocopier Lease	2,500	417	495	(78)
Advertising	25,000	4,167	2,835	1,332
Legal Fees	3,000	500	-	500
Bank Fees	2,000	333	75	258
Taxes	250	42	-	42
Miscellaneous	2,000	333	-	333
Subscriptions	3,000	500	-	500
Audit Fees	15,000	2,500	-	2,500
Travel	3,000	500	513	(13)
Software Training	2,000	333	-	333
Total Operating Expenses	202,750	33,792	21,407	12,384
Total General and Administrative	295,888	49,315	42,556	6,759
Development Expenses				
Personnel Expenses	136,827	22,805	9,723	13,082
Fundraising Expenses				
Printing Expense	30,000	5,000	-	5,000
Postage	5,000	833	-	833
Computer Software and Equipment	13,000	2,167	-	2,167
Advertising	2,000	333	-	333
Miscellaneous	2,000	333	-	333
Travel	1,000	167	-	167
Donor Cultivation	12,000	2,000	-	2,000
Presidents Circle	12,000	2,000	-	2,000
Annual Dinner	12,000	2,000	-	2,000
Memberships & Subscriptions	4,000	667	220	447
Database Maintenance	500	83	-	83
Software Training	1,000	167	-	167
Major Gifts Program	37,500	6,250	11,959	(5,709)
Planned Giving	45,500	7,583	-	7,583
Stewardship	50,000	8,333	-	8,333
Total Fundraising Expenses	227,500	37,917	12,179	25,738
Total Development Expenses	364,327	60,721	21,902	38,819
Total Expenses	915,180	152,530	71,051	81,479
<b>Transfers</b>				
Transfers In				
Transfer from other funds (SCPR)	(300,000)	(50,000.00)	-	(50,000.00)
Total Transfers In	(300,000)	(50,000.00)	-	(50,000.00)

	Proposed Budget 2019/2020	YTD Budget 8/31/2019	YTD Actual 8/31/2019	YTD Budget Variance
Transfers Out				
Transfer to other funds	-	-	-	-
Total Transfers Out	-	-	-	-
<b>Total Transfers</b>	<b>(300,000)</b>	<b>(50,000.00)</b>	<b>-</b>	<b>(50,000.00)</b>
NET SURPLUS/(DEFICIT)	(4,176)	(696)	243,643	181,381

Pasadena City College Foundation  
Check Register  
August 31, 2019

Date	Number	Name	Amount	Project	Account	Fund
8/21/19	61635	Pasadena City College	162,896.00	July Scholarships	Scholarships	Various Funds
8/29/19	61657	Pasadena City College	32,169.34	Foundation Salaries July 2019	Salaries	Unrestricted
8/29/19	61652	Chelsea Philanthropy	11,666.00	Consulting fee for campaign director July	Major Gifts Operational	Unrestricted
8/20/19	Debit	Charlies Fixtures	8,742.33	Culinary program supplies	Agency	Major Gifts Career & Tech Education-AGC-R
8/21/19	61613	Patricia Pejoumand	5,425.00	Accounting fees July 16-31, 2019	Accounting Fees	Unrestricted
8/16/19	61629	Patricia Pejoumand	5,425.00	Accounting fees 8/1-15, 2019 and travel reimburse	Accounting Fees	Unrestricted
8/21/19	61612	Outlook Newspapers	2,835.00	Ad Fee June 2019	Advertising	Unrestricted
8/29/19	61656	Outlook Newspapers	2,835.00	Ad July	Advertising	Unrestricted
8/21/19	61624	University of Alaska - Fairbanks	2,500.00	Claine Plummer Scholarship Student ID 31229187	Scholarships	Octavia Butler-SCH-R
8/29/19	61658	Bethesda University	2,500.00	Octavia Butler Scholar Josiah Woods	Scholarships	Octavia Butler-SCH-R
8/29/19	61659	Cal Poly Pomona University	2,500.00	Octavia Butler schoar Anne Kala	Scholarships	Octavia Butler-SCH-R
8/5/19	Debit	DCA Registration	2,292.07	Event honoring the Clara & Tony Fellow	Community Involvement	Unrestricted
8/27/19	61637	Bobbi Abram	2,225.00	Reimburse Culinary Program supplies expense	Agency	Major Gifts Career & Tech Education-AGC-R
8/29/19	61648	The Athenaeum	2,085.45	Deposit Hometown Legends 10/23/19	Stewardship	Unrestricted
8/22/19	Debit	Webrestaurant Store	1,750.00	Culinary program equipment	Agency	Major Gifts Career & Tech Education-AGC-R
8/29/19	61653	DigitalEd	1,200.00	License renewal online mobius courseware	Agency	Exp. of Teach Math & Phy-AGC-R
8/29/19	61653	Convalescent Aid Society	1,047.39	Garden Party Sponsorship	Community Involvement	Unrestricted
8/26/19	Debit	Costco	1,011.90	Culinary program materials	Agency	Major Gifts Career & Tech Education-AGC-R
8/9/19	Debit	Vons	1,000.00	Visa cards for foster youth	Scholarships	Petersen -GNT-R
8/21/19	61615	Andrew Chang	1,000.00	Miller Scholarship Natural Sciences	Scholarships	Miller Fund-SCH-P
8/21/19	61616	Andrew Mendoza	1,000.00	Academic Senate Scholarship	Scholarships	Academic Senate-SCH-P
8/21/19	61625	Yeo Jin Hong	1,000.00	Academic Senate Scholarship	Scholarships	Academic Senate-SCH-P
8/27/19	61642	Daniela Berrelleza	1,000.00	Excellence in a Foreign language - Spanish	Scholarships	Kathleen Loly-SFA-P
8/28/19	61646	Annabel Haddad	1,000.00	Scholarship ID 10268405	Scholarships	Italian American-SCH-P
8/28/19	61647	Michelle Tran	1,000.00	Scholarship ID 10208871	Scholarships	Italian American-SCH-S
8/29/19	61663	Romeo Connors	1,000.00	Academic Senate Scholar	Scholarships	Academic Senate-SCH-P
8/29/19	61664	William Welch	1,000.00	Academic Senate Scholar	Scholarships	Academic Senate-SCH-P
8/29/19	61665	Yeab Guracha	1,000.00	Miller Natural Sciences	Scholarships	Miller Fund-SCH-P
8/21/19	61619	Gidget Tay	955.00	Reimburse Conference Travel	Agency	Christine Bilicki Ach Aw-AGC-R
8/16/19	61633	Liz Lozano	900.00	Excellence in Spanish Language	Scholarships	Fastabend Von Brpckdorf-SFA-P
8/21/19	Debit	Best Buy	872.94	Bond issue computer purchase	Agency	Foundation Endowment Fund-AGC-P
8/21/19	61609	I-8 Food Services	665.95	Foster Care Awareness Month catering	Agency	Petersen -GNT-R
8/29/19	61662	Pivot Interiors, Inc.	658.56	Freight for Office furniture	Office Interior	Unrestricted
8/21/19	Debit	Pasadena City College	629.00	Tuition Alec Gumushian TLC	Scholarships	Treasure Little Children-SCH-R
8/16/19	61629	Patricia Pejoumand	512.86	Travel reimbursement Aug 2019	Travel	Unrestricted
8/12/19	61626	Adam Holguin	500.00	Rent payment student Adam Robinson	Scholarships	Students in Need-AGC-R
8/16/19	61628	Nick Rail Music	465.38	Drop cobsers to protect band mallet	Agency	Jerry and Terri Kohl-AGC-R
8/29/19	61649	Bobbi Abram	392.47	Reimburse Printer purchase	Office Interior	Unrestricted
8/21/19	61614	Theresa Reed	381.05	Reimburse student transportation for workshop	Agency	Friends of Foster Care-AGC-R
8/16/19	61634	Patrick McGee	380.48	Reimburse Mileage reimbursement	Agency	Athletic Division-AGC-R
8/16/19	61631	Eugenah C. Chou	300.00	Excellence in a Foreign Language	Scholarships	Kathleen Loly-SFA-P
8/16/19	61632	Kathryn P. Clingaman	300.00	Excellence in Foreign Language	Scholarships	Kathleen Loly-SFA-P
8/21/19	61636	Yokoji Zen Mountain Center	300.00	Veterans Learning Collaborative Outdoor Zen Ser	Agency	Fund for Veterans Edu-AGC-S
8/21/19	61621	Kristin Kaz	275.00	Reimburse End of Semester event expense	Agency	English Division-AGC-R
8/29/19	61657	Pasadena City College	250.00	Student Trustee Scholarship July	Scholarships	Scholarship General-SCH-R
8/29/19	61654	De Lage Landen Financial Services	223.13	Copier lease August 2019	Photocopier Lease	Unrestricted
8/5/19	Debit	University Club	220.00	membership	Memberships	Unrestricted
8/21/19	61622	Mishelle Sharp	202.34	Reimburse classroom supplies	Agency	Friends of Parent Edu-AGC-R



Date	Number	Name	Amount	Project	Account	Fund
8/2/19	61620	Kathleen Mendoza	200.00	Radiology application fee	Scholarships	Boone Achievement Award-SCH-R
8/27/19	61643	Daniella Berrelleza	200.00	Excellence in the Spanish Language	Scholarships	Fastabend Von Brckdorf-SFA-P
8/29/19	61661	Kathleen Mendoza	200.00	Mammography Board exam	Scholarships	Boone Achievement Award-SCH-R
8/2/19	61610	Jennifer Orona	184.91	Reimburse classroom supplies	Agency	Friends of Parent Edu-AGC-R
8/27/19	Debit	Costco	182.77	Refreshments for meetings	Foundation Meetings	Unrestricted
8/29/19	61660	Kathleen Mendoza	175.00	ARRT Exam	Scholarships	Boone Achievement Award-SCH-R
8/16/19	61630	Southern Oregon University	173.00	Performance class Ashland Festival	Agency	English Division-AGC-R
8/29/19	61650	Carol Calandra	173.35	Reimburse Text book for learning center expense	Agency	Fund for Veterans Edu-AGC-S
8/6/19	Debit	Decco Awards	169.45	Plaques for Awardees	Agency	Risser Award-AGC-P
8/16/19	61627	Anderson Business Technology	162.50	Service for X-XER-C20	Agency	Art Alliance-GNT-R
8/27/19	61641	Xiaodan Leng	149.00	Reimburse program expense	Agency	Exp. of Teach Math & Phy-AGC-R
8/2/19	61617	Carolina Lopez Espinoza	144.47	Reimburse End of Semester event expenses	Agency	English Division-AGC-R
8/15/19	Debit	Panera	134.22	Foundation Team retreat	Foundation Meetings	Unrestricted
8/20/19	Debit	CASE	109.34	Registration Bobbi & Kris	Conference and Seminar	Unrestricted
8/22/19	61618	Genevieve Kaplan	100.00	Reimburse poetry workshop materials	Agency	Writers in Residence-AGC-R
8/27/19	61638	Helen Au	100.00	Reimburse poetry workshop materials	Agency	Athletic Division-AGC-R
8/22/19	Debit	Amazon	94.90	Culinary program supplies	Agency	Major Gifts Career & Tech Education-AGC-R
8/27/19	61645	PCC Staging Services	73.06	Mike Sonksen event	Agency	Writers in Residence-AGC-R
8/15/19	Debit	Panera	72.88	Foundation Team retreat	Foundation Meetings	Unrestricted
8/2/19	61623	Tori Dohlen	72.30	Reimburse classroom supplies	Agency	Friends of Parent Edu-AGC-R
8/27/19	61645	PCC Staging Services	68.76	Kat Evasco event	Agency	Writers in Residence-AGC-R
8/27/19	61645	PCC Staging Services	68.76	Urith Walker event	Agency	Writers in Residence-AGC-R
8/27/19	61645	PCC Staging Services	68.76	Genevieve Kaplan event	Agency	Writers in Residence-AGC-R
8/27/19	61645	PCC Staging Services	68.76	Cory Cofer event	Agency	Writers in Residence-AGC-R
8/27/19	61639	I-8 Food Services	65.60	CWA Summer Series	Agency	Writers in Residence-AGC-R
8/27/19	61644	I-8 Food Services	65.60	CWA Summer Series	Agency	Writers in Residence-AGC-R
8/22/19	Debit	Amazon	55.05	Culinary program supplies	Agency	Major Gifts Career & Tech Education-AGC-R
8/29/19	61655	Dolores Ybarra	55.00	Reimburse stamps for the office	Postage	Unrestricted
8/2/19	61608	Donald Loewel	52.85	Reimburse office supplies	Agency	SouthBay Workforce-AGC-R
8/2/19	61607	Angela Wong	52.32	Reimburse classroom supplies	Agency	Friends of Parent Edu-AGC-R
8/27/19	61640	Shelita Gutter	50.87	Reimburse division snacks/candy	Agency	Natural Sciences-AGC-R
8/13/19	Debit	DoorDash	50.28	Fraudulent transaction pending resolution	Holding	Default Project
8/29/19	61654	De Lage Landen Financial Services	48.72	Copier lease property tax	Photocopier Lease	Unrestricted
8/12/19	Debit	Amazon	36.38	Culinary program supplies	Agency	Major Gifts Career & Tech Education-AGC-R
8/2/19	Debit	GoDaddy	36.34	Renewal of pccproud domain	Discretionary Fund	Unrestricted
8/2/19	61611	Kris McPeak	30.16	Reimburse Frame and Card for Bill & Jill Hawkins	Discretionary Fund	Unrestricted
8/5/19	Debit	Target	6.05	Insect killer for office	Office Supplies	Unrestricted
			<u>\$ 275,740.05</u>			

Pasadena City College Foundation  
Pledges Receivable  
August 31, 2019

Fund	Pledge Balance at			
	Total Pledged	6/30/2019	7/31/2019	8/31/2019
Found-Endowment	5,000,000.00	1,950,000.00	1,875,000.00	1,875,000.00
Art Association	20,000.00	3,825.00	-	-
Unrestricted	40,000.00	24,000.00	24,000.00	24,000.00
JackScottSCH	25,000.00	16,000.00	16,000.00	16,000.00
IMPACT-CTE	75,000.00	45,000.00	45,000.00	45,000.00
Kossler	11,000.00	6,600.00	6,600.00	6,600.00
Unrestricted	30,000.00	24,500.00	24,000.00	23,500.00
IMPACT-Scholarships	15,000.00	9,000.00	9,000.00	9,000.00
Unrestricted	5,000.00	3,000.00	3,000.00	3,000.00
Unrestricted	75,000.00	25,000.00	25,000.00	25,000.00
IMPACT-CTE	5,000.00	2,000.00	2,000.00	2,000.00
Unrestricted	15,000.00	7,950.00	7,950.00	7,950.00
Vets	5,000.00	1,775.00	1,775.00	1,775.00
PCC Retirees Association	5,000.00	1,775.00	1,775.00	1,775.00
Moon	16,666.67	12,500.01	12,500.01	12,500.01
IMPACT-CTE	16,666.67	12,500.00	12,500.00	12,500.00
IMPACT-Arts	16,666.66	12,499.99	12,499.99	12,499.99
Unrestricted	5,000.00	3,000.00	3,000.00	2,000.00
Unrestricted	25,000.00	15,000.00	15,000.00	10,000.00
Unrestricted	5,000.00	4,250.03	4,166.70	4,083.37
IMPACT-Arts	2,500.00	1,750.00	1,625.00	1,625.00
PCC Retirees Association	25,000.00	15,000.00	13,000.00	13,000.00
Child Development Center	10,000.00	8,330.00	8,163.00	7,996.00
Unrestricted	10,000.00	8,000.00	8,000.00	8,000.00
IMPACT-Scholarships	2,500.00	1,500.00	1,500.00	1,500.00
Unrestricted	2,500.00	2,000.00	1,875.00	1,875.00
IMPACT-Scholarships	25,000.00	20,000.00	20,000.00	20,000.00
Gertmenian	8,000.00	8,000.00	8,000.00	8,000.00
Gertmenian Food Emergency	2,000.00	1,000.00	1,000.00	-
Unrestricted	6,000.00	4,000.00	4,000.00	4,000.00
Cliu	50,000.00	40,000.00	40,000.00	40,000.00
Opera Program Fund	10,000.00	5,000.00	5,000.00	5,000.00
PCC Retirees Association	10,000.00	9,000.00	9,000.00	9,000.00
IMPACT-Scholarships	10,000.00	8,000.00	8,000.00	8,000.00
Berger Found-CDC GR	150,000.00	100,000.00	100,000.00	100,000.00
IMPACT-Scholarships	10,000.00	10,000.00	10,000.00	10,000.00
Smadison	10,000.00	8,000.00	8,000.00	8,000.00
Impact-CTE (Robert G. Freeman Center Fund)	300,000.00	200,000.00	200,000.00	200,000.00
IMPACT-Scholarships	2,500.00	2,000.00	2,000.00	2,000.00
Unrestricted	300,000.00	240,000.00	240,000.00	240,000.00
	\$ 6,409,500.00	\$ 2,871,755.03	\$ 2,789,929.70	\$ 2,782,179.37

# Pasadena City College Foundation Fund Balances & Performance

	Market Value (\$)		Performance (%) - thru 6/30/2019	
	7/31/2019	6/30/2019	YTD Return	Last FY
<b>Foundation Funds - Short-term</b>				
Charles Schwab	71,183.17	71,073.96	1.2%	n.a.
Bank of the West - General	455,654.04	949,899.73		0.2%
Bank of the West - Debit	13,298.99	12,791.04		
Bank of the West - Merchant	126,115.47	130,996.59		
Bank of the West - Money Market	100.00	100.00		
	666,351.67	1,164,861.32		
<b>Foundation Funds - Long-term</b>				
Charles Schwab	26,490,123.09	26,253,484.73	14.5%	6.5%
Osher Scholarship Funds*	2,086,155.68	2,086,155.68		0.8%
	28,576,278.77	28,339,640.41		
<b>Total Funds</b>	29,242,630.44	29,504,501.73		

\* Value provided by 3rd party sources

## Long-term Funds^ - Manager Performance Fund Balances & Performance

	Market Value (\$)		Performance (%) - thru 6/30/2019	
	7/31/2019	6/30/2019	YTD Return	Last FY
<b>Cash &amp; Equivalents</b>				
Long-term	120,259.46	310,697.76	1.3%	n.a.
		683,965.55		0.1%
<b>Stocks</b>				
Clifford Swan Investment Counsel	14,252,216.53	14,016,369.64	20.9%	7.8%
Glennmede Small Cap	403,470.55	399,206.23	15.2%	-8.5%
iShares Russell 2000	391,400.00	388,750.00	17.6%	-3.5%
Matthews Pacific Tiger	1,005,995.23	1,030,601.28	5.1%	1.3%
MFS International Value Fund	1,199,880.25	1,215,941.84	15.5%	6.8%
Invesco Oppenheimer Developing Mkts	1,048,535.83	1,063,966.28	13.9%	-1.3%
	18,301,498.39	18,114,835.27	18.6%	-1.5%
		16,999,680.17		1.0%
<b>Fixed Income</b>				
Clifford Swan Investment Counsel	6,823,719.88	6,584,081.49	6.1%	8.0%
Doubleline Total Return	412,252.71	411,720.23	4.5%	0.1%
Vanguard Inflation-Protected Sec Fund	341,422.39	340,500.34	6.4%	0.3%
	7,577,394.98	7,336,302.06	5.9%	0.2%
		6,884,335.77		
<b>Alternatives</b>				
DWS Enhanced Commodity Strategy	115,069.86	236,779.66	1.2%	-9.5%
Franklin K2 Alternative Strategy Fund	130,385.65	129,711.24	7.1%	3.1%
Principal Global Multi-Strategy Fund	125,625.75	125,158.74	6.0%	2.9%
SPDR Gold Trust	119,889.00	-	9.9%	n.a.
	490,970.26	491,649.64	3.9%	-3.4%
		510,973.28		
<b>Total Funds</b>	26,490,123.09	26,253,484.73		

^ excluding Osher Scholarship Funds

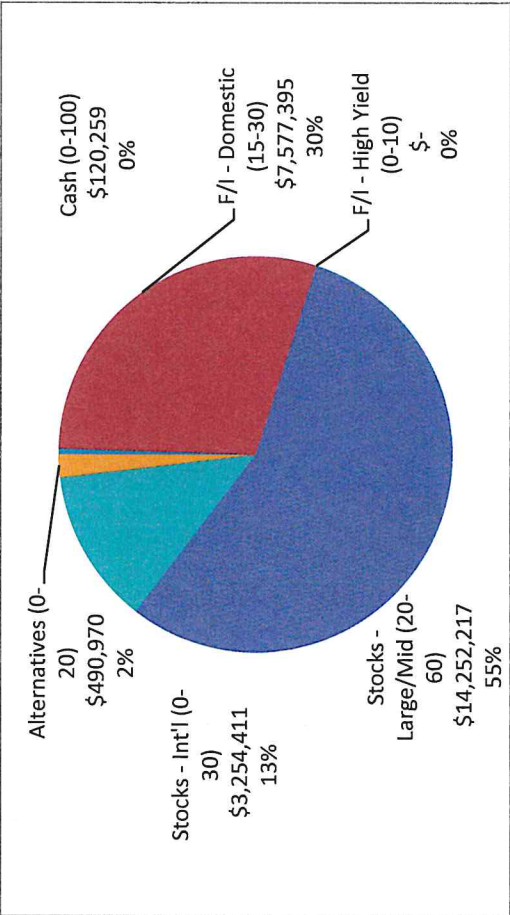
\* Performance figures are time weighted rate of return (annualized for periods greater than 1 year). These figures are gross of fees with the exception of mutual funds which are net of fees.

Pasadena City College Foundation  
Asset Allocation

Foundation Asset Balance: \$29,242,630.44

Long-term Funds - Schwab\*

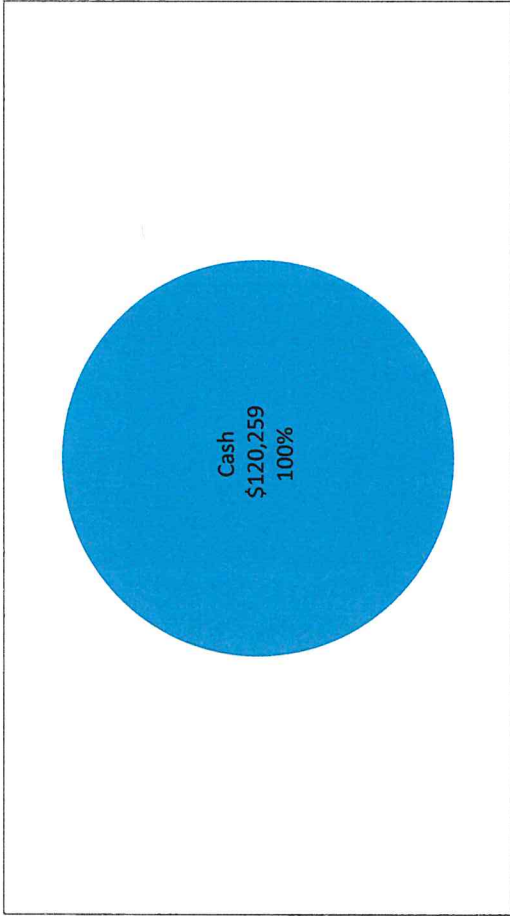
Fund Balance: \$26,490,123.09



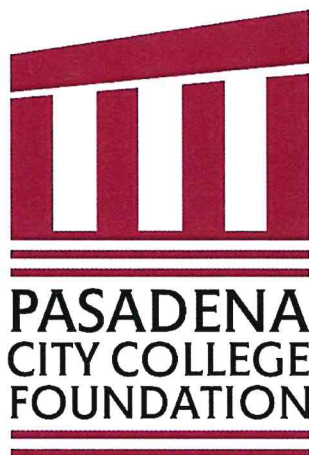
\* excluded Osher Scholarships

Short-term Funds

Fund Balance: \$666,351.67







## 2020 VISION: The Strategic Plan

Strategic Planning Committee

Dr. James Kossler, Chair  
Bobbi Abram, Executive Director  
William A. Hawkins, President  
Hoyt Hilsman, Board of Trustees Representative  
Gloria Pitzer, Vice President  
Jim Sarni, Past President  
Lonnie Schield, Past President

## INTRODUCTION

In October 2012, the PCC Foundation embarked on a Strategic Planning process that led to the adoption of a formal plan by the Foundation Board of Directors in September 2013. In 2015, the Foundation Board met again to review its Strategic Direction to align its focus with the College's new president, Dr. Rajen Vurdien.

The 2012 plan had four major initiatives:

1. Integrate the College, Foundation & trustees for greater impact;
2. Launch a new comprehensive fund development plan;
3. Build a fundraising organization; and
4. Expand the Foundation's brand visibility

Since that time, the integration of the PCC Foundation with the college community has improved through:

1. Changes to the Bylaws to include the Associated Students' President as an ex-officio member of the Foundation board;
2. Inclusion of faculty, staff and administration in the scholarship distribution and awarding process, increasing scholarship applications from 160 in 2011 to over 1600 annually.
3. Training of new deans and directors who have stakeholder authority over accounts in the Foundation;
4. Software integration of scholarship distribution with donor and financial management and stewardship through Raiser's Edge, Financial Edge, AcademicWorks and Banner.
5. Launch of Graduway as an online alumni network.

In the fall of 2014, a Fund Development Feasibility Study was conducted and in 2015 the Board met again to focus on one initiative: **Launch a comprehensive fund development plan.**

Based on the results of the Feasibility Study, a fund development plan was launched in the form of the Foundation's first comprehensive major gifts campaign, called the IMPACT campaign. The campaign, with a goal of \$10-\$12 million, exceeded all expectations by raising \$16 million. Starting with the PCC Celebrates Student Success gala in May 2015, the Foundation added approximately 4,000 prospective donors to its data base and engaged with over 2500 donors in the campaign.

The Foundation evolved and changed its standing committees to build a fundraising organization and now along with its Scholarship Committee, Finance & Investment Committee and Audit Committee, it has added a standing Advancement Committee, Communications & Public Relations Committee, and Board Development Committee. In addition, a Business Council has been launched to bridge the college economic and workforce development efforts with the local business community to enhance student preparation for the workforce, internships, and employment.

The Foundation launched its own newsletter and updated web page. It also underwent a complete re-branding - updating its logo, increasing its Out-of-Home (OOH) advertising, print advertising with the Outlook Newspapers and engaged in direct mail.

This success and increased visibility have led to improved board development, increased funding, and increased staff. The Foundation Board now has a formidable presence among the largest non-profits in the San Gabriel Valley and it is one of the largest and most successful community college foundations in the State of California. The staff serves in leadership capacities on state and national community college fundraising boards.

With the successful completion of the IMPACT campaign, the goals of the 2012 and the subsequent 2015 review of its Strategic Direction, are both now completed. There is reason to celebrate, and to move forward into the future with a bold vision and an increased sense of confidence toward fulfilling its mission and vision.

It is with an unprecedented sense of momentum, that the Strategic Planning Committee launched its planning process and presents its findings, and its strategies for the future with 2020 VISION.

## STEPS IN THE PREPARATION OF THE STRATEGIC PLAN

### 1. Seek New Input

Beginning in the spring of 2019, each Foundation board member, as well as the new college president, Dr. Erika Endrijonas, and the president's executive committee, were given the opportunity for an in-person or telephone interview with the consulting firm, Armistead Group.

In addition, the Armistead Group summarized the large amount of community input they had gathered as part of the Fund Development Feasibility Study and the IMPACT campaign.

The interviews and surveys helped to identify the micro and macro environment in which the Foundation functions within its local community and within the community college educational community. The responses also provided a candid view of the strengths, weaknesses, opportunities and challenges for the Foundation. The complete *Challenges and Opportunities Report* is attached as Appendix A.

### 2. Review the College's Educational Master Plan

The Strategic Planning Committee then reviewed the current Educational Master Plan (EMP) Goals and Strategies of the college which were derived from the California Community College Chancellor's Office Vision for Success Goals.



The Priorities of the College's Educational Master Plan are:

- Priority One: Equity-Minded Learning Community
- Priority Two: Academic Programs and Delivery
- Priority Three: Campus Engagement and Environment
- Priority Four: Customized Student Support

Several areas were identified where the PCC Foundation could possibly support the college in addressing those priorities:

- Examine and address gaps or needs of students that have not been identified previously;
- Identify and directly support disproportionately impacted students;
- Expand support services for disproportionately impacted students;
- Increase work-based learning opportunities;
- Increase opportunities for industry networking;
- Maintain cutting edge instructional equipment and technology campus-wide;

### 3. Review the Current Mission, Vision, Core Values, and Signature Goals of the Foundation

#### MISSION

The Mission of the Pasadena City College Foundation is to develop funding and community support for the enhancement of teaching and learning at Pasadena City College.

## VISION

The Vision of the Pasadena City College Foundation is that innovation and student success shall always be encouraged by adequate financial support.

## CORE VALUES

The Board members of the Pasadena City College Foundation are guided by the following essential, enduring and shared values:

### **A Commitment to Pasadena City College**

*We recognize and support the mission of community colleges and value the efforts of the students and staff of Pasadena City College in fulfilling that mission in our community*

### **An Appreciation of the Importance of Fundraising**

*We recognize that the primary mission of the Foundation is to raise funds in support of the College, and we commit ourselves to participate whole-heartedly in this important work.*

### **A Passion for Integrity**

*We recognize that stewardship of the Foundation resources requires the highest level of personal and organizational ethical behavior.*

### **An Appreciation for Diversity**

*We recognize the value of a Board of Directors that reflects the broad diversity of the College's student body and of the communities it serves.*

## SIGNATURE GOALS

Congruence with the College mission

Unparalleled community college fundraising

Widespread community support

Self-sustaining management

Ethical and transparent stewardship

Inclusive, collegial and joyful teamwork

With the above preparation, the framework of the new strategic plan gradually began to revolve around four focus areas and strategies, with their supporting goals and implementation tactics. These four areas are (1) students; (2) college; (3) community and (4) Foundation.

## 2020 VISION The Strategic Plan

### THE STUDENTS

#### STRATEGY I: PROVIDE SUPPORT FOR A BROADER RANGE OF STUDENT NEEDS

**Goal I**     Augment the Foundation's existing Student Scholarship program, which provides scholastic support such as tuition, books, supplies, etc., with a new program of Student Sponsorships which will provide personal support such as food, shelter, transportation, childcare, etc.

Task I-1: Determine the parameters of a Student Sponsorship program by identifying student personal needs not addressed by financial aid or other government or community aid programs.

*Who: Scholarship Committee, Kris McPeak, and PCC Student Services Division,  
Staff Liaison: Kris McPeak*

Task I-2: Coordinate with professional networks, other community colleges, and PCC Student Services on best practices to develop and implement a Foundation administrative structure for evaluating, vetting, and awarding requests for Student Sponsorships.

*Who: Scholarship Committee, Kris McPeak, and PCC Student Services Division,  
Staff Liaison: Kris McPeak*



Task I-3: Review current scholarship governing documents to identify which funds have broad criteria and may be used to support Student Sponsorships.

*Who: Scholarship Committee – Dolores Ybarra, Kris McPeak, Staff Liaison: Kris McPeak*

Task I-4: Develop a public information program regarding the need for Student Sponsorships suitable for distribution to potential donors and supporters.

*Who: Advancement Committee, Dolores Ybarra, Staff Liaison: Dolores Ybarra*

Task I-5: Create financial goals, a table of investments, and prospect lists for a targeted fundraising campaign for Student Sponsorships.

*Who: Advancement Committee, Dolores Ybarra, Staff Liaison: Dolores Ybarra*

## THE COLLEGE

### STRATEGY II: CREATE A COLLEGE MARGIN OF EXCELLENCE

**Goal II** Redesign how the Foundation supports College enhancement and innovation projects by developing new processes for identifying, prioritizing, and funding the needs of the College.

Task II-1: Institutionalize a process for ascertaining the College's needs by coordinating with the Office of Institutional Effectiveness to identify the prioritized but unmet needs discovered in the College's annual program review process.

*Who: Bobbi Abram, Dr. Erika Endrijonas, Crystal Kollross, Foundation Executive Committee and College President's Executive Committee, Staff Liaison: Bobbi Abram*

Task II-2: Revise and update the Joint Memorandum by identifying which types of unmet needs are appropriate to be adopted by the Foundation and which needs should be addressed by the Advancement efforts of the College.

*Who: Bobbi Abram, Dr. Erika Endrijonas, Foundation Executive Committee, Staff Liaison: Bobbi Abram*

### **Goal III    Support the College's 2020 Bond Election.**

Task III-1: Initiate pre-campaign activities by assisting the College President in delivering the message of the vision and future of the college to the community, beginning with major donors and stakeholders.

*Who: Bobbi Abram, Nancy Davis, Dr. Erika Endrijonas, Staff Liaison: Bobbi Abram*

Task III-2: Initiate pre-campaign activities to garner publicity on innovative and award-winning programs of the college and foundation.

*Who: Bobbi Abram, Nancy Davis, Dr. Erika Endrijonas, Staff Liaison: Bobbi Abram*

Task III-3: After resolution of Board of Trustees, work with consultant chosen by BOT to create and implement a fundraising and turn-out-the-vote campaign.

*Who: Bond Task Force, Bobbi Abram, Dr. Erika Endrijonas, Staff Liaison: Bobbi Abram*

Task III-4: Assist in raising the funds necessary to cover campaign expenses in 2020.

*Who: Bond Task Force, Bobbi Abram, Dr. Erika Endrijonas, Staff Liaison: Bobbi Abram*

**Goal IV** Take a leadership role in celebrating the College's 100<sup>th</sup> Anniversary in 2024.

Task IV-1: Coordinate with the College on the Foundation's role in the 100<sup>th</sup> Anniversary celebration and participate in planning committee.

*Who: Staff Liaison: Bobbi Abram*

## THE COMMUNITY

### STRATEGY III: INCREASE THE ENGAGEMENT OF THE COMMUNITY IN SUPPORT OF THE COLLEGE

**Goal V** Help the College communicate its commitment to providing high quality career education and job training programs appropriate to the needs of the local business community.

Task V-1 Explore with the College President the most effective way to link the efforts of the Foundation's Business Council with the College's career education decision-makers.

*Who: Business Council, Bobbi Abrams, Dr Erika Endrijonas, Staff Liaison: Dolores Ybarra*

Task V-2: Conduct a facilitated discussion with the Business Council and College stakeholders to determine the Foundation role in opening communication links with the local business community.

*Who: Business Council, Bobbi Abram, Dolores Ybarra, Staff Liaison: Dolores Ybarra*

Task V-3: Determine the appropriate content and delivery methods of the Foundation's messaging to the local business community.

*Who: Business Council, Bobbi Abram, Dolores Ybarra, College's career education decision-makers, Staff Liaison: Dolores Ybarra*

**Goal VI** Expand the stewardship program to foster and enhance the donor relationships developed during the most recent IMPACT campaign.

Task VI-1: Review the current stewardship courtesies and update them as needed.

*Who: Bobbi Abram, Dolores Ybarra, Staff Liaison: Dolores Ybarra*

Task VI-2: Work with the College to determine appropriate stewardship for IMPACT campaign donors, including but not limited to room naming and creation of a donor wall in the C Building.

*Who: Bobbi Abram, Dolores Ybarra, Dr. Erika Endrijonas, Staff Liaison: Dolores Ybarra*



## THE FOUNDATION

### STRATEGY IV: REMAIN OPERATIONALLY SELF-SUPPORTING

**Goal VII** Expand the Foundation's development program to include annual giving and planned giving programs.

Task VII-1: Set financial goals, develop a table of investments and institutionalize annual giving and planned giving programs in order to sustain the self-supported status of the Foundation's operations and other Board-directed initiatives.

*Who: Advancement Committee, Dolores Ybarra, Nancy Davis, Staff Liaison: Dolores Ybarra*

Task VII-2: Hire an Annual Giving Development Officer

*Who: Foundation Executive Committee, Bobbi Abram, Dolores Ybarra, Staff Liaison: Dolores Ybarra*

Appendix A: Challenges and Opportunities Report  
 Appendix B: List of Foundation Board of Directors & Executive Committee members participating in the process