

**EXECUTIVE COMMITTEE MEETING
PASADENA CITY COLLEGE FOUNDATION
REGULAR BUSINESS MEETING
Wednesday, September 9, 2020
4:00p.m. Open Session
Pasadena City College
ZOOM Conference <https://cccconfer.zoom.us/j/97667805486>
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.)

- Pg. 2..... 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
- Pg. 3..... D. BOARD OF TRUSTEE'S REPORT – James Osterling, Board of Trustee Liaison
- E. DISCUSSION ITEMS WITH POSSIBLE ACTION
- Pg. 5..... 1. Approval of Minutes
 i. July 8, 2020
- Pg. 16..... 2. Approval of Expenditures from July 1, 2020
- Pg. 17..... 3. Recommendation of 2020-2021 Budget to the full board approval
- F. REPORTS
- Pg. 20..... 1. Advancement Committee Report – Don Schweitzer, Chair
- Pg. 34..... 2. Board Development Report – Jack Scott, Chair
- Pg. 36..... 3. Business Council Report – Bill Hawkins/ Hoyt Hilsman, Co-chairs
- Pg. 9..... 4. Finance & Investment – Wade Winter, Chair
- Pg. 37..... 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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Prior to roll call, I would like to make clear for the record of this meeting, and it should be reflected in the minutes, that this PCC Foundation board meeting is conducted pursuant to California Government Code Section 54953, as amended by Gov. Gavin Newsom in Executive Order N-25-20, dated March 12, 2020, in that all members of the board are at their residences and all are participating by remote video- or teleconference.

It is now appropriate to conduct roll call.

[ROLL CALL]

I would now like to request that each member of the board, in turn, respond to the following questions. I will start with BOARD MEMBER #1:

1. [BOARD MEMBER NAME], can you hear me well?
2. Were you able to hear our proceedings up until now?
3. Do you have a copy of the agenda for this meeting?

Next, I would like to request that BOARD MEMBER #2 respond to the same questions:

[REPEAT THE SAME QUESTIONS]

[REPEAT THROUGH ALL BOARD MEMBERS]

I would now like to ask that any member of the PCC Foundation board speak up at this time if they have not been able to clearly hear any member of the board. [BRIEF PAUSE] Hearing no comment, the record should reflect that all board members present have indicated that they were able to hear all other board members clearly.

I would next request that any board member speak up at this time if such board member has any reason to believe, based on voice recognition or otherwise, that any person representing themselves to be a certain board member is not truly so. [BRIEF PAUSE] Hearing no comment, the record should reflect that no board member has expressed doubt that any board members are the parties participating by teleconference.

I would now like to advise the board members and the public that any votes taken during the remote conference portion of this meeting must be taken by roll call.

From: [Alexander Boekelheide](#)
To: [Alexander Boekelheide](#)
Subject: PCC Board of Trustees meeting report, August 19, 2020
Date: Wednesday, August 19, 2020 9:01:20 PM

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.

- The board accepted the fiscal year 2018-19 audit of the PCC Foundation. The clean audit demonstrates the Foundation's strong position in its efforts to build resources for PCC students.
- In compliance with provisions of the state constitution, the board moved to set appropriations limits of roughly \$262 million for the 2020-21 fiscal year.
- The board approved a range of bylaws governing the body:
 - Board Bylaw 2220: [Committees of the Board](#)
 - Board Bylaw 2350: [Speakers](#)
 - Board Bylaw 2360: [Minutes](#)
 - Board Bylaw 2365: [Recording](#) – This bylaw was amended to compel the college to maintain recordings of meetings for at least one year rather than at least thirty days.
 - Board Bylaw 2725: [Board Member Compensation](#)
 - Board Bylaw 2740: [Board Education](#)
 - Board Bylaw 2745: [Board Self-Evaluation](#)
 - Board Bylaw 2760: [Resolutions by the Board and Action on Legal Issues](#)
- The board approved a series of changes to the college's curriculum that grew from the college's shared governance process.
- The board approved an agreement with the Faculty Association granting part-time faculty an additional 30 minutes of compensation for office hours during the COVID-19-impacted Fall 2020 semester, to be funded by money received through the federal CARES Act.
- PCC's TRIO Programs will continue to receive roughly \$336,000 annually through 2025 from the U.S. Department of Education thanks to action taken by the board tonight.
- The board approved submission of a form related to funding through the Equal Employment Opportunity program.
- In a series of procedural votes, the board set the framework for contract negotiations with its unions representing Classified employees.
- PCC will receive personal protective equipment from the California Governor's Office of Emergency Services – including more than 1.6 million surgical face masks – under a transfer approved by the board tonight.
- Equipment that will permit the establishment of a laser technology program at PCC was formally received by the board from the South Orange County Community College District.
- The Human Resources department will use software from Neogov to manage its job

application processes thanks to a contract approved by the board tonight.

- The college extended its lease at the Rosemead facility through January 31, 2021.
- The board approved a number of personnel actions:
 - Paula Baltazar and Kathrina Waters join the college this Friday as analysts in Information Technology Services.
 - Oshin Karami will serve as an acting supervisor in facilities services and Stephan McGrue will serve as acting Talent Search coordinator through the end of this calendar year.
 - Denise Olivo in fiscal services has retired from the college after 14 years of service to the district.
- The meeting was adjourned in honor of victims of the COVID-19 pandemic, and in memory of Anthony McClain, a Northwest Pasadena resident who was shot and killed in an officer-involved shooting on Saturday.

If you'd like to know more, you can access the [full board packet online](#) (click "Aug 19, 2020" under the "Meetings" tab). Video of the meeting is also available on our [YouTube channel](#).

The next regularly scheduled board business meeting will be Wednesday, September 9, at 6 p.m. There is also a board retreat this Tuesday, August 25, from 2 to 4 p.m. Due to the coronavirus outbreak, both meetings will be conducted remotely. Details regarding public participation will be available in advance of the meetings.

Thank you,
Alex Boekelheide

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Alex Boekelheide
("Buckle-hide")
Special Assistant to the Superintendent/President
Pasadena City College
He, him, his

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**EXECUTIVE COMMITTEE MEETING
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The Executive Committee of the Pasadena City College Foundation met on Wednesday, July 8, 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 4:02 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. Michael Mitchell
Mr. Hoyt Hilsman, Secretary
Mr. Bob Miller
Ms. Ryan Newman
Ms. Gloria Pitzer, President
Ms. Clara Potes-Fellow
Mr. Don Schweitzer, Vice President
Dr. Jack Scott
Mr. Wade Winter, Treasurer

Executive Committee Members Absent

Mr. Greg Sun

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
Ms. Ocie Kara-Simonyan, Administrative Assistant

II. OPEN SESSION

A. ANNOUNCEMENTS AND RECOGNITIONS

There were no announcements and/or recognitions.

B. PUBLIC COMMENT ON NON-AGENDA ITEMS

There was no public comment.

C. PRESIDENT'S REPORT

Dr. Endrijonas noted the State is deferring revenue in the college budget and the college will most likely take out a TRAN, which is a tax revenue anticipation note. It means the college will be borrowing money to cover a deficit until the revenue is received.

Dr. Endrijonas is the chair of the California Community College Athletic Association, she reported within the league there is a special Covid-19 group, who recommends pushing all athletics to spring.

Summer enrollment is looking good, the college is up by 2000 headcount, making it about 4000 student enrollment. A lot of those extra students were high school students.

Fall enrollment is also looking very strong.

On July 6th, US Customs and Enforcement Services (ICE), said international students who were taking online courses could not remain in the U.S. Harvard has filed a lawsuit against ICE. PCC is taking a “wait and see” approach. We have about 500-600 international students, 400 of those students come from China and there are some challenges due to the travel ban as well.

D. BOARD OF TRUSTEE’S REPORT

Trustee Osterling said the plan remains 100% online for the summer and highly likely to be online in the fall with only 10% of labs to be in person.

He also mentioned in all likelihood fall athletics will be cancelled.

The direction given by the State in terms of the budget is that it will be maintained but deferred. All community college budgets will be deferred which means we can accrue the receipt of that revenue from the State. But the college will not receive that money until next fiscal year.

E. DISCUSSION ITEMS WITH POSSIBLE ACTION

1. Approval of Minutes from the June 10, 2020 meeting.

MOTION: **ON MOTION** OF Mr. Schweitzer and seconded by Mr. Winter, the Executive Committee voted by the unanimous vote (Ealy, Endrijonas, Frammolino, Hawkins, Hilsman, Miller, Newman, Pitzer, Potes-Fellow, Schweitzer, Scott and Winter) of the twelve members present to approve the minutes of the Executive Committee meeting held on June 10, 2020.

2. Approval of Expenditures from June 1, 2020

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

REPORTS AND PROJECTS

1. Advancement Committee Report –
Ms. Dolores Ybarra reported on a handout in regards to last fiscal year – which shows that we have already counted pledges so they wouldn’t show up in receivables. This report shows we have raised above what we had originally budgeted for 2020 unrestricted goal; the unrestricted number is a little over because it includes the \$300,000 gift from Southern California Public Radio.

We raised over \$2.2 million which include cash gifts as well as pledge payments.

This year, development efforts concentrated more on new annual giving than in the past. They did two direct mail pieces: Giving Tuesday campaign and an unexpected hardship campaign. And now they are starting to dive into our employee campaigns and also board giving. With all of the campaigns mentioned above, we raised about \$188,000.

2. Board Development Report –
Dr. Jack Scott the chair of this committee, asked the Board to send over any recommendations they might have for prospective board members or individuals who would be interested in serving on the Foundation board.
3. Business Council Report –
Mr. Hilsman reported this committee has been meeting regularly and is working on developing strategies for outreach to the community. The main mission is to get the word out about PCC and the high quality of our students and to develop a deeper presence in the various fields: technology, construction, medical technology.
4. Financial Report -
Mr. Winter presented the financials, noting the state of revenue and expenses and that we are on track for this time of year.

Cash balances are up and the market is doing well too.
5. Communications & Public Relations Report -
Mr. Frammolino reported they have developed strategies for communications and now they are working on the actual content. They are looking at different lengths, angles, interests to help guide the writer for all the different platforms they have. This is done systematically.

The digital newsletter is published every other week.
6. Scholarship Committee Report –
Ms. Kris McPeak reported on behalf of Mr. Greg Sun, the next scholarship cycle will go live next week July 15th – the committee will put together a stakeholders meeting on how to roll out the sponsorship program when classes begin.
7. Foundation President’s Report –
Ms. Pitzer noted that everyone should have received a draft of the committee list and encouraged everyone to look at it. This will be finalized by next week.
8. Executive Director’s Report -
Ms. Abram thanked everyone, the college and the Board of Trustees for sending their condolences; their kindness is really appreciated during this time of loss for her family.

Audit will be sent to the Board of Trustees.

Kris McPeak & Dolores Ybarra are working closely with Micah Young & Marylynn Aguirre to get the Posey loan program off the ground. In addition, Micah Young is helping the Foundation put together a curriculum for financial counseling to make sure the students understand what a micro-lending program is.

F. MOTION TO ADJOURN

There was a motion to adjourn the meeting at 4:58 p.m.

MOTION: ON MOTION OF Mr. Hawkins and seconded by Dr. Scott, the Executive Committee voted by the unanimous vote (Ealy, Endrijonas, Frammolino, Hawkins, Hilsman, Miller, Newman, Pitzer, Potes-Fellow, Schweitzer, Scott and Winter) of the twelve members present to adjourn the July 8, 2020 meeting.

MOTIONS FOR APPROVAL – July 8, 2020

1. To approve the minutes of the Executive Committee Meeting held on June 10, 2020.
2. To approve expenditures presented on July 8, 2020.
3. To adjourn the July 8, 2020 Executive Committee Meeting.

Respectfully submitted,

By: 

Hoyt Hilsman, Secretary

Summary

PCC Foundation
 Summary Budget
 August 31, 2020

	BUDGET		YTD			VARIANCE
	Total For Foundation BUDGETED	YTD Budget ÷ 12 <i>2nd Month</i>	Actual Scholarship, Agency & Other Funds	Actual Unrestricted Fund	YTD Actual TOTAL	Favorable/ (Unfavorable)
Endowment Revenue (PR)	\$ 182,992	\$ 30,499	\$ 34,951		\$ 34,951	\$ 4,452
Agency Revenue/Grant (TR)	529,688	88,281	14,519		14,519	(73,762)
Scholarship Revenue (TR)	563,088	93,848	251,012		251,012	157,163
Loan Program (TR)		-			-	-
Operating Revenue (UR)	140,000	23,333		12,468	12,468	(10,865)
		-				
Administrative Fee (-) <i>[Full year]</i>	350,000	58,333		350,047	350,047	291,714
Investment Income (-) <i>[Actual YTD]</i>	1,295,439	215,906	1,589,527	348,921	1,938,447	1,722,541
TOTAL REVENUE	3,061,207	510,201	1,890,008	711,436	2,601,444	2,091,243
Administrative Fee (-) <i>[Full year]</i>	350,000	58,333	350,047		350,047	(291,714)
Agency Expense/Grant (TR)	395,234	65,872	21,793		21,793	44,079
Scholarship Paid (TR)	1,110,291	185,049	23,726		23,726	161,323
Foundation Support (UR)	265,000	44,167		6,216	6,216	37,950
Fund Raising Expense (UR)	365,500	60,917		2,029	2,029	58,887
General & Administrative (UR)	299,550	49,925		18,040	18,040	31,885
TOTAL EXPENSES	2,785,575	464,263	395,566	26,286	421,853	42,410
Transfers	-	-	-	-	-	-
NET CHANGE	\$ 275,632	\$ 45,939	\$ 1,494,442	\$ 685,150	\$ 2,179,592	\$ 2,133,653

Pasadena City College Foundation
Balance Sheet
August 31, 2020

Assets

Current Assets

Cash and Cash Equivalents		
BOW 635 Operating		\$ 392,568
BOW 619 Net Community		12,811
BOW 544 Debit Card		8,635
CS MM-335		492,104
CS MM-932		174,333
BOW PCC President		5,702
	Total Cash and Cash Equivalents	<u>1,086,153</u>
Accounts Receivable		
Pledges Receivable Current		663,701
Holding		9,007
	Total Pledges Receivable	<u>672,708</u>
	Total Current Assets	<u>1,758,861</u>

Long Term Assets

Investments		
CS Inv 335		28,397,860
Osher Funds		2,011,443
	Total Investments	<u>30,409,303</u>
Lots in Arizona		10,850
Pledges Receivable Long Term		1,906,756
	Total	<u>32,326,909</u>
	Total Assets	<u>34,085,770</u>

Liabilities and Fund Balance

Liabilities

Accounts Payable		119,690
	Total Liabilities	<u>119,690</u>

Fund Balance

Unrestricted Fund Balance		3,521,874
Temp Restricted Fund Balance		9,095,535
Perm Restricted Fund Balance		21,348,671
	Total Fund Balance	<u>33,966,080</u>
	Total Liabilities and Fund Balance	<u>\$ 34,085,770</u>

Pasadena City College Foundation
Income Statement
August 31, 2020

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenues				
Operating Revenue				
Donations	12,468	-	-	12,468
Total Operating Revenue	<u>12,468</u>	<u>-</u>	<u>-</u>	<u>12,468</u>
Program Donations				
Agency	-	14,519	200	14,719
Scholarship	-	251,012	34,751	285,763
Total Program Donations	<u>-</u>	<u>265,530</u>	<u>34,951</u>	<u>300,481</u>
Administrative Fee Revenue				
Administrative Fee	350,047	-	-	350,047
Total Administrative Fee Revenue	<u>350,047</u>	<u>-</u>	<u>-</u>	<u>350,047</u>
Investment Income				
Interest	4,944	22,523	-	27,468
Dividends	6,361	28,979	-	35,340
Cost Basis Adjustment	(615)	(2,801)	-	(3,416)
Unrealized Gain/Loss	358,105	1,631,367	-	1,989,472
Realized Gain/Loss	(14,403)	(65,615)	-	(80,018)
Investment Management Fees	(5,472)	(24,926)	-	(30,398)
Total Investment Income	<u>348,921</u>	<u>1,589,527</u>	<u>-</u>	<u>1,938,447</u>
Total Revenues	<u>711,436</u>	<u>1,855,057</u>	<u>34,951</u>	<u>2,601,444</u>
Expenses				
Program Expenses				
Personnel Expenses				
Total Personnel Expenses	<u>386</u>	<u>-</u>	<u>-</u>	<u>386</u>
Program Support				
Scholarships	-	23,726	-	23,726
Agency	-	21,793	-	21,793
Total Program Support	<u>-</u>	<u>45,519</u>	<u>-</u>	<u>45,519</u>
Operating Expenses				
Administrative Fee	-	350,047	-	350,047
Community Involvement	1,000	-	-	1,000
Foundation Meetings	125	-	-	125
PCC President Discretionary	(25)	-	-	(25)
Newsletter & Annual Report	4,731	-	-	4,731
Total Operating Expenses	<u>5,831</u>	<u>350,047</u>	<u>-</u>	<u>355,878</u>
Total Program Expenses	<u>6,216</u>	<u>395,566</u>	<u>-</u>	<u>401,783</u>

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
General and Administrative				
Personnel Expenses				
Total Personnel Expenses	193	-	-	193
Operating Expenses				
Accounting Fees	5,425	-	-	5,425
Office Supplies	198	-	-	198
Photocopier Lease	484	-	-	484
Advertising	5,250	-	-	5,250
Bank Fees	90	-	-	90
Taxes	150	-	-	150
Major Gifts Operational	6,250	-	-	6,250
Total Operating Expenses	17,847	-	-	17,847
Total General and Administrative	18,040	-	-	18,040
Development Expenses				
Personnel Expenses				
Total Personnel Expenses	263	-	-	263
Fundraising Expenses				
Printing Expense	1,176	-	-	1,176
Memberships	590	-	-	590
Total Fundraising Expenses	1,766	-	-	1,766
Total Development Expenses	2,029	-	-	2,029
Total Expenses	26,286	395,566	-	421,853
BEGINNING FUND BALANCE	3,185,645	9,193,161	19,407,683	31,786,488
NET SURPLUS/(DEFICIT)	685,150	1,459,491	34,951	2,179,592
ENDING FUND BALANCE	3,870,795	10,652,652	19,442,634	33,966,080

Pasadena City College Foundation
Unrestricted Budget
August 31, 2020

	Budget 2020/2021	YTD Budget 08/31/2020	YTD Actual 08/31/2020	YTD Budget Variance
Revenues				
Operating Revenue				
Donations	140,000	11,667	12,468	801
Unrestricted Pledge Payments Received	114,000	9,500		
Total Operating Revenue	254,000	21,167	12,468	801
Administrative Fee Revenue				
Administrative Fee	350,000	29,167	350,047	320,881
Total Administrative Fee Revenue	350,000	29,167	350,047	320,881
Investment Income				
Dividends and Interest on Unrestricted	50,000	4,167	11,305	7,138
Total Investment Income	50,000	4,167	11,305	7,138
Total Revenues	654,000	54,500	373,820	328,820
Expenses				
Program Expenses				
Personnel Expenses	175,000	14,583	386	14,197
Operating Expenses				
Community Involvement	12,000	1,000	1,000	-
Discretionary Fund	3,000	250	-	250
PCC President's Discretionary	5,000	417	(25)	442
Conference and Seminar	3,000	250	-	250
Foundation Meetings	5,000	417	125	292
Awards and Recognition	2,000	167	-	167
Newsletter & Annual Report	30,000	2,500	4,731	(2,231)
Printing Expense	15,000	1,250	-	1,250
Postage	2,500	208	-	208
Events	2,500	208	-	208
Advertising	10,000	833	-	833
Total Operating Expenses	90,000	7,500	5,831	1,670
Total Program Expenses	265,000	22,083	6,216	15,867
General and Administrative				
Personnel Expenses	120,000	10,000	193	9,807
Operating Expenses				
Accounting Fees	130,000	10,833	5,425	5,408
Office Supplies	2,500	208	198	10
Printing Expense	1,000	83	-	83
Postage	1,000	83	-	83
Computer Software and Equipment	1,000	83	-	83
Office Interior	1,500	125	-	125

	Budget 2020/2021	YTD Budget 08/31/2020	YTD Actual 08/31/2020	YTD Budget Variance
Photocopier Lease	2,800	233	484	(251)
Advertising	10,000	833	5,250	(4,417)
Legal Fees	5,000	417	-	417
Bank Fees	2,000	167	90	77
Taxes	250	21	150	(129)
Miscellaneous	2,000	167	-	167
Subscriptions	500	42	-	42
Audit Fees	15,000	1,250	-	1,250
Travel	3,000	250	-	250
Software Training	2,000	167	-	(11,430)
Total Operating Expenses	179,550	14,963	11,597	(8,232)
Total General and Administrative	299,550	24,963	11,790	1,575
Development Expenses				
Personnel Expenses	155,000	12,917	263	12,653
Fundraising Expenses				
Marketing and Printing	30,000	2,500	1,176	1,324
Postage	2,000	167	-	167
Computer Software and Equipment	14,000	1,167	-	1,167
Advertising	-	-	-	-
Miscellaneous	1,500	125	-	125
Travel	500	42	-	42
Donor Cultivation	12,000	1,000	-	1,000
Presidents Circle	12,000	1,000	-	1,000
Annual Dinner	-	-	-	-
Memberships & Subscriptions	4,000	333	590	(257)
Database Maintenance	500	42	-	42
Software Training	1,000	83	-	83
Major Gifts Program	37,500	3,125	6,250	(3,125)
Planned Giving	45,500	3,792	-	3,792
Stewardship	50,000	4,167	-	4,167
Total Fundraising Expenses	210,500	17,542	8,016	9,526
Total Development Expenses	365,500	30,458	8,279	22,179
Total Expenses	930,050	77,504	26,286	39,621
Transfers				
Transfers In				
Transfer from other funds (SCPR)	(300,000)	(25,000)	-	(25,000)
Total Transfers In	(300,000)	(25,000)	-	(25,000)
Transfers Out				
Transfer to other funds	-	-	-	-
Total Transfers Out	-	-	-	-
Total Transfers	(300,000)	(25,000)	-	(25,000)
NET SURPLUS/(DEFICIT)	\$ 23,950	\$ 1,996	\$ 347,534	\$ 345,538

Pasadena City College Foundation
Pledges Receivable
August 31, 2020

<u>Total Pledged</u>	<u>Pledge Balance as of 7/31/20</u>	<u>Pledge Balance as of 8/31/20</u>	<u>Fund</u>
150,000	50,000	50,000	Berger Found-CDC GR
10,000	6,159	5,992	Child Development Center
50,000	30,000	30,000	Cliu
5,000,000	1,574,999	1,574,999	Found-Endowment
8,000	4,000	4,000	Gertmenian Culinary
16,667	12,500	12,500	IMPACT-Arts
2,500	1,250	1,250	IMPACT-Arts
75,000	30,000	30,000	IMPACT-CTE
5,000	2,000	2,000	IMPACT-CTE
16,667	12,500	12,500	IMPACT-CTE
15,000	6,000	6,000	IMPACT-Scholarships
2,500	1,500	1,000	IMPACT-Scholarships
25,000	15,000	15,000	IMPACT-Scholarships
10,000	6,000	6,000	IMPACT-Scholarships
10,000	5,000	5,000	IMPACT-Scholarships
2,500	1,500	1,500	IMPACT-Scholarships
25,000	11,000	11,000	JackScottSCH
11,000	4,400	4,400	Kossler
16,667	12,500	12,500	Moon
10,000	2,500	2,500	Opera Program Fund
5,000	575	575	PCC Retirees Association
25,000	8,000	8,000	PCC Retirees Association
10,000	8,000	8,000	PCC Retirees Association Scholarship Fund
750,000	150,000	150,000	Posey Loan for PCC Nursing Students
300,000	99,982	99,982	Rfreeman
10,000	6,000	6,000	Smadison
40,000	16,000	16,000	Unrestricted
30,000	20,000	20,000	Unrestricted
5,000	2,000	2,000	Unrestricted
75,000	10,000	10,000	Unrestricted
15,000	4,350	4,350	Unrestricted
5,000	2,000	2,000	Unrestricted
25,000	10,000	10,000	Unrestricted
5,000	3,167	3,083	Unrestricted
10,000	6,000	6,000	Unrestricted
2,500	1,750	1,750	Unrestricted
6,000	4,000	4,000	Unrestricted
300,000	180,000	180,000	Unrestricted
250,000	250,000	250,000	Unrestricted
5,000	575	575	Vets
\$ 7,409,500	\$ 2,571,207	\$ 2,570,457	

Pasadena City College Foundation
 August 31, 2020
 Check Register

Date	Number	Payee	Amount	Reference	Fund	Account
8/19/20	62187	Pasco scientific	\$ 6,756.12	QT115331 program supplies	Natural Sciences-AGC-R	Agency
8/14/20	62177	Chelsea Philanthropy	6,250.00	Consulting fees July 2020	Unrestricted	Major Gifts Operational
8/5/20	62171	DigitalEd	3,000.00	License to online mobius courseware	Exp. of Teach Math & Phy-AGC-R	Agency
8/19/20	62185	Okun Loritz, LLP	2,765.00	Legal research & Promisory Note drafting	Posey Institutional Loan Program for PCC Nursing Students	Agency
8/5/20	62173	Tempele Smith	2,500.00	Third Party Scholar	Third Party Scholarships-SCH-S	Scholarships
8/19/20	62189	Wendy Lucko	1,686.56	Reimburse program equipment	Auto. Associates-AGC-R	Agency
8/14/20	62181	Express Medical Supply Inc	1,217.00	20 cases of 12 spirometers	Natural Sciences-AGC-R	Agency
8/28/20	Debit	Staples	1,208.90	Boone Achievement awards	Boone Achievement Award-SCH-S	Scholarships
8/14/20	62179	Kyle Gelz	1,176.00	Content and edits	Unrestricted	Printing Expense
7/31/20	985003	Luiza Avagyan	1,100.00	Foundation Covid 19 Payment	Dorothy Gantvoort Sch Fd-SCH-P	Scholarships
8/19/20	62188	Student Financial Solutions	1,000.00	Samuel Price Scott ID A16570846	Academic Senate-SCH-P	Scholarships
8/5/20	62172	Neighborhood Survants	1,000.00	Neighborhood Survants	Unrestricted	Community Involvement
8/5/20	62176	Victor Zhang	1,000.00	Academic Senate Scholar	Academic Senate-SCH-P	Scholarships
8/25/20	212	Target	600.00	Lancer Pantry gift cards	Food Pantry-AGC-R	Agency
8/5/20	62174	Brenna Fredrickson	600.00	Foundation Covid 19 payment	Student Success Scholar-SCH-R	Scholarships
8/19/20	62186	Frances Portillo	500.00	John Q. Copeland Scholar	English Division-AGC-R	Scholarships
9/2/20	62198	Christopher Morales	300.00	Ethnic Studies scholar	ASB Ethnic Studies-SCH-P	Scholarships
8/5/20	62175	Georgia Institute of Technology	300.00	MinGyu Kim ID 903647309	Renee Copeland Memorial-SCH-P	Scholarships
8/14/20	62178	De Lage Landen Financial Services	223.13	Copier Lease August 2020	Unrestricted	Photocopier Lease
8/14/20	62180	University Club of Pasadena	220.00	Membership fees	Unrestricted	Memberships
8/24/20	211	Target	150.00	EOPS gift cards	Petersen -GNT-R	Agency
8/5/20	62170	Corri Bischer	120.00	Foster parents Workshop facilitator	Friends of Foster Care-AGC-R	Agency
8/14/20	62183	Lisa Velasco	117.94	Reimburse Foundation Retreat catering	Unrestricted	Foundation Meetings
8/20/20	Debit	Ready Refresh	99.07	Office water supply	Unrestricted	Office Supplies
8/14/20	62182	Mario Nicasio	58.00	Reimburse student tuition fees	Pasadena Community Foundation Scholars-SCH-R	Scholarships
8/25/20	213	Walmart	50.00	EOPS gift cards	Petersen -GNT-R	Agency
8/19/20	62184	De Lage Landen Financial Services	37.69	Property tax for copier	Unrestricted	Photocopier Lease
8/28/20	Debit	Forestry Suppliers Inc	20.63	Program supplies	Natural Sciences-AGC-R	Agency
8/24/20	Debit	Parking Concepts	6.56	parking Chase bank visit	Unrestricted	Foundation Meetings
			<u>\$ 34,062.60</u>			

Pasadena City College Foundation
Proposed Unrestricted Budget
08/28/2020

	Budget 2019/2020	YTD Actual 06/30/2020	Budget 2020-2021
Revenues			
Operating Revenue			
Donations	220,000	139,086	140,000
Unrestricted Pledge Payments Received			114,000
Total Operating Revenue	220,000	139,086	254,000
Administrative Fee Revenue			
Administrative Fee	341,004	341,243	350,000
Total Administrative Fee Revenue	341,004	341,243	350,000
Investment Income			
Dividends and Interest on Unrestricted	50,000	83,407	50,000
Total Investment Income	50,000	83,407	50,000
Total Revenues	611,004	563,736	654,000
Expenses			
Program Expenses			
Personnel Expenses	156,965	169,502	175,000
Operating Expenses			
Community Involvement	10,000	15,204	12,000
Discretionary Fund	3,000	1,896	3,000
PCC President's Discretionary	5,000	6,192	5,000
Conference and Seminar	3,000	1,805	3,000
Foundation Meetings	5,000	5,635	5,000
Awards and Recognition	2,000	469	2,000
Newsletter & Annual Report	20,000	27,962	30,000
Printing Expense	25,000	67	15,000
Postage	5,000		2,500
Events	5,000		2,500
Advertising	15,000	10,625	10,000
Total Operating Expenses	98,000	69,855	90,000
Total Program Expenses	254,965	239,357	265,000
General and Administrative			
Personnel Expenses	93,138	117,637	120,000
Operating Expenses			
Accounting Fees	130,000	130,200	140,000
Office Supplies	3,000	2,612	2,500
Printing Expense	1,000		1,000

Postage	1,000	55	1,000
Computer Software and Equipment	5,000		1,000
Office Interior	5,000	1,112	1,500
Photocopier Lease	2,500	3,220	2,800
Advertising	25,000	9,077	10,000
Legal Fees	3,000	4	5,000
Bank Fees	2,000	643	2,000
Taxes	250	20	250
Miscellaneous	2,000	324	2,000
Subscriptions	3,000		500
Audit Fees	15,000	7,000	15,000
Travel	3,000	2,265	3,000
Software Training	2,000	60	500
Total Operating Expenses	202,750	156,592	188,050
Total General and Administrative	295,888	274,229	308,050
Development Expenses			
Personnel Expenses	136,827	149,414	155,000
Fundraising Expenses			
Marketing and Printing	30,000	10,043	30,000
Postage	5,000	1,210	2,000
Computer Software and Equipment	13,000	12,218	14,000
Advertising	2,000		0
Miscellaneous	2,000	40	1,500
Travel	1,000	580	500
Donor Cultivation	12,000	7,339	12,000
Presidents Circle	12,000	4,295	12,000
Annual Dinner	12,000	6,919	0
Memberships & Subscriptions	4,000	3,750	4,000
Database Maintenance	500	4,209	500
Software Training	1,000		1,000
Major Gifts Program	37,500	60,823	37,500
Planned Giving	45,500	25,000	45,500
Stewardship	50,000	51,231	50,000
Total Fundraising Expenses	227,500	187,656	210,500
Total Development Expenses	364,327	337,070	365,500
Total Expenses	915,180	850,656	938,550
Transfers			
Transfers In		(1,661)	
Transfer from other funds (SCPR)	300,000	300,000	300,000
Total Transfers In	300,000	298,339	300,000
Transfers Out			
Transfer to other funds	-		0
Total Transfers Out	-	-	0
Total Transfers	300,000	298,339	300,000
NET SURPLUS/(DEFICIT)	(4,176)	11,419	15,450

Attached is the Proposed Budget for the PCC Foundation for fiscal year 2020-2021.

Our Treasurer, Wade Winter, along with our account and I have prepared this budget in light of the new normal of virtual meetings so you will see some differences in the budget based on our assumption that we will be virtual for meetings, annual dinner event, and not attending as many community events as usual.

In the third column from the left, you will see the variance between the actual numbers from last year and the new budget numbers. For those columns that indicate a significant change, here are our assumptions:

1. Line 10 -Unrestricted Pledge Payments Received – this number has been added to our unrestricted budget this year so that we can monitor the number appropriately. Last year, it was only reported on the Balance Sheet and we believe it allows the Board to get a better sense of our revenues by showing it here.
2. Line 18 - Investment Income – We always budget conservatively due to uncertainty in the marketplace. But as you can see, we brought in a higher amount of revenue on this line last year.
3. Lines 24, 43, 65- Salaries – We expect some increases in salaries as we have asked for a restructuring of the Foundation staff. This has not been fully completed yet, but we are budgeting in the anticipation that it will happen.
4. Lines 34 & 67 – Printing – We have moved some printing expenses from our Program area to the Development area.
5. Line 53 – Legal – We are using legal counsel to help us create documents pertaining to the Posey Institutional Loan program.
6. Line 58 – Audit – In FY 2019-2020, audit fees from the previous year were paid as well as the 2019 audit fees. This year, we will be showing payment for only one year.
7. Line 79 – Major Gifts – we are using less consulting time and not producing in-person Hometown Legend Series
8. Line 80 – Planned Giving – we are using less consulting time

2020/2021 Advancement Efforts Timeline

As the Pasadena City College Foundation successfully completed a comprehensive campaign raising more than \$16 million even in the face of a pandemic, the Advancement Committee is recommending the following FY20/21 fundraising plan. The timeline below marks the fundraising efforts the Advancement Committee will engage.

Our fundraising efforts will include:

Major Gifts Program – Dr. Erika Endrijonas, Bobbi Abram, Dolores Ybarra and Nancy Davis will all carry a minimum prospect portfolio of 25. . Many of these are already Foundation donors and contributed to the Impact Campaign. A continued relationship will steward their giving to encourage future giving. Portfolios will also include donors with minimal giving to the Foundation but high wealth capacity. In some cases, prospects may be non-donors.

Annual Giving Program – Annual giving efforts will consist of two direct mail solicitations -- 1.) Giving Tuesday and 2.) board member and advisor solicitations, and employee giving. Annual Giving and board member and advisor giving are focused on raising unrestricted dollars. Giving Tuesday will focus on raising funds for the Sponsorship Program. Employee Giving will focus on increasing support from the PCC employee community.

Planned Giving Program – This year the Advancement Committee will roll out a planned giving program. The program will consist of two targeted mailings with the goal of identifying ten new planned giving donors. Those solicited will emanate from a mailing list of targeted community members based on wealth capacity, philanthropic giving to similar non-profits, and age. We will also focus on our PCC employee retiree community as well as PCCF donors.

Stewardship – The PCC Foundation will focus on a donor wall and campaign report for the Impact Campaign donors. Dr. Endrijonas, Dolores and Advancement Committee members will thank donors monthly by letter or phone calls. Dolores will work on revamping the President’s Circle and Lancer Legacy Club to include appropriate courtesies. Dolores and Lisa Velasco, Administrative Assistant, will prepare annual donor endowment and scholarship reports.

EFFORT		DATES	STATUS	NOTES
Fall Direct Mail Piece	Goals <ul style="list-style-type: none"> • 10,000 mailed • 100 donors • \$150 average gift • Total raised: \$15,000 			
	Objectives <ul style="list-style-type: none"> • Increased number of donors to PCCF • Increase unrestricted dollars raised 			
	Budget: <ul style="list-style-type: none"> • \$6000 (includes staff time, writer, printing and mailing) 			
	Planning <ul style="list-style-type: none"> - Segmentation <ol style="list-style-type: none"> 1. Lybunts, pybunts, sybunts 2. Event attendees (gala, HTL) 3. Non-Donors with DS1,2,3 ratings - Work with writer to draft general support solicitation letter - Review mailing lists for consistency 	<u>Drop Date: 11/9/2020</u> <ul style="list-style-type: none"> - Mailing List Due: 10/19/20 - Letter 1st draft: 10/19/20 - Letter final due: 10/23/20 - Send to mailhouse: 10/26/20 		

	<ul style="list-style-type: none"> - Determine appropriate ask amounts based on prior giving and wealth knowledge - Follow up phone calls to high net prospects 			
Spring Direct Mail Piece				
	<p>Goals</p> <ul style="list-style-type: none"> • 10,000 mailed • 65 donors • \$215 average gift • Total raised: \$14,000 			
	<p>Objectives</p> <ul style="list-style-type: none"> • Increased number of donors to PCCF • Increase unrestricted dollars raised 			
	<p>Budget</p> <ul style="list-style-type: none"> • \$6000 (includes staff time, writer, printing and mailing) 			
	<p>Planning</p> <ul style="list-style-type: none"> - Segmentation <ol style="list-style-type: none"> 1. Lybunts, pybunts, sybunts 2. Event attendees (gala, HTL) 3. Non-Donors with DS1,2,3 ratings 	<p><u>Drop Date: 5/10/21</u></p> <ul style="list-style-type: none"> - Mailing List Due: 4/19/21 - Letter 1st draft: 4/19/21 - Letter final due: 4/23/21 - Send to mailhouse: 4/26/21 		

	<p>4. Over The Top (donors who gave \$100 or more from 7/1-3/31)</p> <ul style="list-style-type: none"> - Work with writer to draft general support solicitation letter - Review mailing lists for consistency - Determine appropriate ask amounts based on prior giving and wealth knowledge - Follow up phone calls to high wealth individuals 			
Giving Tuesday				
	<p>Goals</p> <ul style="list-style-type: none"> • Email entire RE database (approx. 15,000 emails) • 100 donors • \$250 average gift • Total Raised: \$25,000 			
	<p>Objectives</p> <ul style="list-style-type: none"> • Increase number of donors • Highlight and education Sponsorship Program • Increase donations to Sponsorship Program 			

	<p>Budget</p> <ul style="list-style-type: none"> Budget - will require staff time/writer. Budget absorbed in other areas 			
	<p>Planning:</p> <ul style="list-style-type: none"> Establish social media and email campaign Work with writer to draft one intro email, four email solicitation pieces explaining Sponsorship Program (highlight student recipient, highlight donor, explain program specific i.e. how many students are support, what is the impact, and how much is the monetary support) and one thank you email recapping the campaign Schedule email solicitations Update giving page to include sponsorship program Identify which fund donations will be deposited into. Content for Outlook Celebrating Charity Guide 	<p><u>Giving Tuesday – 12/1/20</u></p> <ul style="list-style-type: none"> Email drafts due – 11/16/20 Social Media post drafts due – 11/16/20 Intro email sent – 11/23/20 1st email sent – 12/1/20 at 6 am 2nd email sent – 12/1/20 at 11:30 am 3rd email sent – 12/1/20 at 3 pm 4th email sent – 12/1/20 at 8 pm Thank you email sent – 12/2/20 at 10 am Charity Guide Content – TBD 		

Board/Advisor Giving				
	Goals <ul style="list-style-type: none"> • 100% participation • Minimum gift of \$1000 			
	Objectives <ul style="list-style-type: none"> • Leverage 100% participation to obtain larger gifts from Foundations/Corporations 			
	Budget <ul style="list-style-type: none"> • Budget - will require staff time/writer. Budget absorbed in other areas 			
	Planning <ul style="list-style-type: none"> • Solicited initially in Fall. Second round of letters will be sent in Spring to those who have not responded. • Work with writer to draft a board letter that thanks board members/advisors for their contributions of time and encourages an unrestricted gift 	<p><u>Drop Date: 11/9/2020</u></p> <ul style="list-style-type: none"> - Mailing List Due: 11/2/20 - Letter 1st draft: 10/28/20 - Letter final due: 11/2/20 <p><u>Drop Date: 5/10/21</u></p> <ul style="list-style-type: none"> - Mailing List Due: 5/3/21 - Letter 1st draft: 4/28/21 - Letter final due: 5/3/21 		
Planned Giving				
	Goals:			

	<ul style="list-style-type: none"> • 10 new legacy donors • Obtain \$1000 match for each new legacy donor identified (up to \$10,000) 			
	<p>Objectives:</p> <ul style="list-style-type: none"> • Inspire legacy donors to self-identify • Inspire legacy donors to provide documentation of planned giving commitments • Inspire PCCF donors to consider PCCF in their estate planning 			
	<p>Budget</p> <ul style="list-style-type: none"> • \$10,000 (include purchasing a list, staff time, writer, printing, and mailing) 			
	<p>Planning</p> <ul style="list-style-type: none"> • Postcard to list purchase through mailhouse (simple content, self-identify and PCCF will received \$1000 up to \$10,000) • Letter and planned giving brochure to retirees and consecutive 5+ year donors of \$100 or more • Mail to donors who have already disclosed intent with extra postcards and ask them to share with friends/family 	<p><u>Drop Date: October 5th</u></p> <ul style="list-style-type: none"> - Identify mailhouse to use by 8/1/20 - Identify donor and solicit funds by 8/3/20 - Finalize how to record by gifts with documentation and without by 8/10/20 - Have a student or staff identify and create a list of local attorneys, wealth managers and 		

	<ul style="list-style-type: none"> • Send extra postcards with an introductory letter to local attorneys, wealth managers, and accountants • Develop content, design, and language for materials • Update web presence • Create content for Outlook ad to be ran in late Sept/early October • Develop a form to record legacy gifts if donors will reveal documentation • Develop a way to record or note intent of gift in RE when documentation isn't present • Ask new legacy donors about using names in publications 	<p>accountants by 8/31/20</p> <ul style="list-style-type: none"> - Update PCCF website by 10/1/2020 - Pull mailing list 9/14/20 - Draft letter and postcard by 9/14/2020 - Final letter and postcard by 10/5/2020 		
Employee Giving				
	<p>Goals:</p> <ul style="list-style-type: none"> • Increase number of employees giving through payroll deduction 			
	Objectives			

	<ul style="list-style-type: none"> • Bring awareness of employee giving by highlighting impact 			
	<p>Budget</p> <ul style="list-style-type: none"> • Will require staff time/writer • Budget absorbed in other areas 			
	<p>Planning</p> <ul style="list-style-type: none"> • Highlight employee donors in newsletter • Select four of our employee donors to profile in each newsletter edition • Share electronic copy with PCC campus community 	<p>Due Date:</p> <ul style="list-style-type: none"> - TBD: work with Kris and Communications Committee to identify 		
Major Gifts				
	<p>Goals:</p> <ul style="list-style-type: none"> • Increase the number of gifts \$10,000 and above 			
	<p>Objectives</p> <ul style="list-style-type: none"> • Establish a cyclical support from high wealth individuals • Fund impactful initiatives on PCC's campus 			
	<p>Budget</p> <ul style="list-style-type: none"> • Will require staff time/writer 			

	<ul style="list-style-type: none"> Budget absorbed in other areas 			
	<p>Planning</p> <ul style="list-style-type: none"> Identify 25 to 50 prospects to managed by Erika Endrijones, Bobbi Abram, Dolores Ybarra, and Nancy Davis Identify past/lapsed donors with high wealth indicator and send an update from Gloria Pitzer, no ask will be included Board members/members of the advancement committee to follow up with phone call, thank you for your past support, hope you enjoyed reading about accomplishment, we'd love for you to stay engaged. Are you getting emails, newsletters? Follow up with these individuals in October and include them in the Fall Direct Piece 	<p>Due Date:</p> <ul style="list-style-type: none"> Various Mailing will go out mid-August Phone calls will take place in September 		
Stewardship				
	<p>Goals</p> <ul style="list-style-type: none"> Properly thank donors 			

	Objectives <ul style="list-style-type: none"> • Create a cycle of giving 			
	Budget <ul style="list-style-type: none"> • Presidents Circle funds - \$12,000 			
	Planning <ul style="list-style-type: none"> • Impact Campaign Report • Ads recognizing various donors • Virtual events • Scholarship recognition ceremony • Scholarship donor reports • Thank you notes from Dr. Endrijonas • Thank you notes from Board members and PCCF staff • Donor wall • President's Circle/ Lancer Legacy Giving Club 	Due Date: Various		



**FY 2020/21 YTD Report
As of 8/31/2020**

	Actual 2020/21 Q1 8/31/20	Actual 2020/21 Q2	Actual 2020/21 Q3	Actual 2020/21 Q4	Actual 2020/21 TOTAL
Total:	\$ 364,340.18				\$ 364,340.18
Unrestricted:	\$ 11,740.28				\$ 11,740.28
Restricted:	\$ 352,599.90				\$ 352,599.90

(Excludes In-Kind/Pledge Gifts)

	Actual 2020/21 YTD 8/31/2020	Actual 2019/20 YTD 8/31/2019
Cash	\$ 284,339.52	\$ 258,662.71
In-Kind	\$ -	\$ 1,265.00
Pledge/Planned	\$ 8,000.00	\$ -
Pledge Installment	\$ 80,000.66	\$ 83,750.66
No. of Gifts	248	204
No. of Constituents	200	160
Expected Pledge Payments in FY	\$ 783,205.00	
% of Pledge Installments	10.2%	
Unrestricted Giving	\$ 11,740.28	\$ 88,773.78
Restricted	\$ 352,599.90	\$ 253,639.59

(Excludes In-Kind/Pledge Gifts)

Unrestricted Goal 2020/21	% to Goal 6/30/2021
\$ 254,000.00	5%



**FY 2020/21 YTD Report
As of 8/31/2020**

<u>New Funds</u>	<u>Fund Start Date</u>
Rapid Response Fund	7/7/2020
Gertmenian Culinary Program Scholarship	7/15/2020
Gertmenian Culinary Program Emergency Scholarship Fund	7/15/2020
Annual Fund: League of Women Voters Pasadena Centennial Sch.	7/15/2020
Alan and Sheila Lamson Emergency Needs Fund	7/22/2020
Margaret Diedrich Tinley Memorial Scholarship Fund	8/13/2020

<u>Donor Types</u>	<u>Count</u>
Individuals	171
Organizations/Companies	6
Third Party	20
Non-Profits	3
Total:	200

<u>New Donors</u>	<u>Count</u>
Individuals/Non-Profit/Orgs.	31
Third Party	4
Total:	35

**FY 2020/21 YTD Report
As of 8/31/2020**

Foundation Board of Directors Giving (30 total)		Name	Restricted Giving FY 19/20	Unrestricted Giving FY 19/20	Restricted Giving 20/21/YTD	Unrestricted Giving 20/21/YTD
		Scott A. Bell	No	Yes		
		Glen Bowie	No	Yes		
		Sheldon Bull	Yes	Yes		
		Vivian Chan	No	Yes		
		Dana Dattola	No	No		
		Erika Endrijonas	Yes	Yes	Yes	Yes
		Ralph A. Frammolino	No	Yes		
	<i>Term Ended</i>	Jonathan S. Fuhrman	No	Yes		
		Carmella Grahm	Yes	Yes		
		Mark Harmsen	No	Yes		
		William A. Hawkins	Yes	Yes		
		Hoyt Hilsman	No	Yes		
	<i>Term Ended</i>	Preston Howard	Yes	No		
	<i>Term Ended</i>	Susan Kinney	No	No		
	<i>New Member</i>	Cynthia Kurtz	No	Yes		
		Stephanie Lam	No	No		
		Nancy Lan	Yes	Yes		
		Robert B. Miller	No	Yes		
		Charmayne L. Mills-Ealy	No	Yes		
		Michael Mitchell	No	No		
		Ryan Newman	Yes	Yes		
	<i>New Member</i>	Gloria de Olarte	No	No		
	<i>New Member</i>	Gilda Pettit	No	Yes		
		Clara I. Potes-Fellow	Yes	Yes		
	<i>Term Ended</i>	Diane C. Rankin	No	Yes		
	<i>Term Ended</i>	Estela S. Richeda	No	Yes		
		James P. Sarni	Yes	Yes	Yes	
		Gloria Scharre Pitzer	No	Yes		
		Reinhold Schrader	No	No		
		Donald Schweitzer	No	Yes		
		Jack A. Scott	Yes	Yes		
		Charles Stanislawski	Yes	Yes		
		Gregory Sun	Yes	Yes		
	<i>New Member</i>	Justin Tsui	No	No		
		Wade Winter	Yes	Yes		Yes
		No. of Board Members	13	27	2	2
		% of Board Giving	42%	87%	7%	7%
		No. of Gifts	42	45	4	2
		Amount Received	\$17,139.50	\$76,247.59	\$0.00	\$0.00

Biography

William L Krantz

Bill's professional career spanned 37 years (1969-2005) in the investment management business. Prior to his retirement in 2005 he was an original principal with Boston Partners Asset Management in Los Angeles specializing in equity portfolio management and client service for institutional accounts from Michigan to Hawaii.

Fresh out of Pasadena High School, Bill earned an A.A. degree from PCC and then transferred to USC where he received bachelor and master's degrees. He earned the Chartered Financial Analyst (CFA) designation in 1976.

As a longtime member of CFA Society Los Angeles Bill is a past president and is in his thirteenth year as co-director of the CFA exam prep program jointly sponsored with USC. He also spent twelve years as an instructor of the portfolio management curriculum.

Bill was a member of the board of regents at California Lutheran University for twelve years serving as chair of the investment committee responsible for investing CLU's endowment and planned giving assets. No longer on the governing board, he continues to serve as a member of the investment committee. He has previous board experience with the national and local Red Cross and is actively engaged in his tenth year as a trustee of Solheim Senior Community in Eagle Rock.

Geoffrey Baum



Geoffrey Baum's career spans education, journalism and public service. Together with Geoffrey Cowan, he helped launch the Center on Communication Leadership & Policy in 2007. He currently serves as the Chief Communications Officer for the Gary Michelson Philanthropy, The Michelson 20MM Foundation, and the Michelson Medical Research Foundation. From 2017 to 2020, he served as Director of Media Relations for the Milken Institute.

A former C-SPAN executive producer, he has also worked for Public Radio's Marketplace and ABC News. He served as Assistant Dean of the USC Annenberg School for Communication & Journalism from 2001-08 and as Assistant Vice President for Marketing and Public Relations at Claremont McKenna College. He took on an additional assignment in 2012 to serve as interim assistant vice president for marketing and public relations at USC's Keck School of Medicine and Keck Medical Center.

From 2010 to 2017, Baum also served as director of communications and public affairs for The Annenberg Foundation Trust at Sunnylands.

As an advocate for public higher education, he served for twelve years on the California Community Colleges board of governors, including two terms as president, where he has twice been appointed by the Governor of California and unanimously confirmed by the California State Senate. He served as a governing board member of Pasadena City College from 2001 to 2013, including two terms as president. He is a former board member and president of the Pasadena Community Access Corporation, the city-chartered agency that manages the city's public access cable television station.

He holds an M.A. in Broadcast Journalism from USC and a B.A. in Economics and Literature from Claremont McKenna College. He lives in Pasadena with his wife, Lisa, and daughter, Amy.

Greetings from the PCC Foundation Business Council! Our mission is to reach out to the wider business community in the LA region and to create greater awareness of PCC as an outstanding educational institution with a talented and diverse students and faculty.

Our goal is to create opportunities for our students to embark on successful and rewarding careers through internships and full-time employment by promoting PCC as a rich source for employees in a wide range of fields.

We, as members of the PCC Foundation Board, are uniquely qualified to help achieve this mission. With our broad network of contacts in various industries we can provide PCC students – many of whom are first in their families to attend college -- with the opportunity to fulfill their career dreams.

As a first step, we are asking each of you to PLEASE send us a list of people you would be willing to contact (or have us contact) to discuss the opportunities that employers might offer to students – and how hiring PCC students can benefit employers. This information would of course remain confidential and we would not undertake any communications without first consulting you.

We are aiming to build an initial list of about 100 contacts as a beginning effort -- just click on this [link](#) to submit a list of contacts.

Please feel free to contact us by replying to this email if you have any questions or need additional information.

All best,

Hoyt Hilsman and Bill Hawkins

Co-Chairs, PCC Foundation Business Council

Communications Plan: 2020-2021

Mission Statement

As the Pasadena community is experiencing the current pandemic, many of our methods of fundraising and stewardship require innovative and creative communications. The current mission of the PCC Foundation Communications Committee is to engage the College and related communities through various platforms including quarterly newsletters, bi-monthly emails, and weekly social media engagement.

Type of Content and Publication Schedule

<i>Platform</i>	<i>Content Goal</i>	<i>Frequency</i>
Print Newsletter	Donor Stewardship; Information Sharing	5x/year (for 20/21, October, December, February, April, June)
E-mail Newsletters	Donor Stewardship; Information Sharing	2x/month on Tuesdays (higher open and click rates)
Social Media	Alumni and Student Engagement; Alumni Acquisition	2x/week per platform (Facebook, Twitter, Instagram)
PCC Alumni Network (Graduway)	Alumni Acquisition and Affinity	“Regular” posting and Email Digests send every other Tuesday