



Shasta College Foundation

Minutes of the Executive Committee Meeting
11555 Old Oregon Trail, Board Room
Wednesday, September 28th, 2022 at 11:00 a.m.

1. OPEN SESSION

1.1 Call to Order & Roll Call

The meeting was called to order at 11:02 a.m.

Executive Committee Members Present

- Mr. Joe Gibson, President
- Ms. Star Alfaro, Vice President
- Ms. Jennifer Finnegan, Secretary/Treasurer
- Mr. Mike Mari
- Ms. Rhonda Nehr, Representative for the Shasta College Board of Trustees
- Dr. Joe Wyse (Ex-Officio Non-Voting Member)
- Ms. Andree Blanchier, Executive Director

Executive Committee Members Absent

- Mr. Hiram Oilar

Ms. Tiffany Blasingame, special guest at today's meeting, introduced herself.

1.2 Call for Request to Speak on an Agenda Item from the Audience

There were no requests.

2. APPROVAL/REVIEW OF MINUTES FROM THE JUNE 2, 2022 EXECUTIVE COMMITTEE MEETING

2.1 Approval of the Minutes from the June 2, 2022 Executive Committee Meeting (attached)

Approve the Minutes from the June 2, 2022 Executive Committee Meeting

Motion by Jennifer Finnegan, second by Star Alfaro

Final Resolution: Motion Carries

Yea: Star Alfaro, Jennifer Finnegan, Joe Gibson, Mike Mari, Rhonda Nehr

3. REPORTS & UPDATES

3.1 Special Report: North State Together (NST)

Dr. Kevin O'Rourke, Assistant Superintendent/Vice President of Student Services & CEO of North State Together, provided a report and shared a presentation, attached hereinto in as ***Exhibit A***. The Foundation is the fiscal agent for North State Together (NST). About 15 years ago the California Department of Public Health published data showing that Shasta County had the highest mortality rate of any county in the state. Additional research established a connection between the mortality rate and the level of education attained in an individual's lifetime. However, it was also apparent that students were not prepared for their college courses. It was clear that different stake holders in the community needed to work together rather in isolation to address the issue, so Shasta College hosted a community town hall and invited all partners in the county. NST, a collective impact program aligning community leaders across the region to strengthen educational outcomes, was founded as a result and The McConnell Foundation awarded NST a \$2.5 million grant to get established. At the time, this was the largest grant awarded to Shasta College but NST was recently awarded a \$18.13 million regional K-16 education collaborative grant through the state's Office of Public School Construction.



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NST supports five counties—Reach Higher Shasta, Expect More Tehama, Advancing Modoc Youth, Trinity Together Cradle to Career Partnership, and Cradles to Careers for Siskiyou—and is in the process of expanding to another five northern California counties. NST provides county-specific data and research to identify areas that need improvement, and also supports their operational costs. Counties develop their own goals and projects that align with NST's initiatives. For example, Advancing Modoc Youth opened a college savings account for every kindergartener and is providing continuing economic lessons on topics like compounding interest and how to build savings. NST is also able to leverage their connections to increase access to resources for their partners. At the beginning of the pandemic, many of these rural areas did not have the broadband capabilities to support students as they transitioned to online school. NST was able to partner with Chico State and their consortium to increase access across the region and to ease this transition.

Working closely with kindergartener classes has proven essential to the success of NST. Data shows that fewer than 50% of students are prepared for kindergarten. NST tries to connect with the students and parents in Pre-K in the spring, and supports them through the summer so they can address the remediations and can continue school in the fall. Each region has its challenges; Trinity County has the state's highest rate of absenteeism and NST found that students were missing school to support the marijuana growing season. Educators were reporting that they felt like they had two classes in one, where one group was in attendance the entire time while other students had missed two – three weeks of instruction.

Ultimately, NST has proven that if we can go up the river and see why students are falling in, we can help students earlier and help the schools so both are successful.

The Community Leadership Center was designed to bring Shasta College's community focused-programs and departments to the heart of downtown Redding to increase access and outreach and to serve as an anchor of the community. NST is excited about moving into the Community Leadership Center in next year. Floors 1 – 4 will be ready in January 2023 and these floors will house programs such as CalWORKs, Community Education, Economic Workforce and Development (EWD), SCALE, the Alliance Project and NST. The fifth floor, which will be the new home for the Foundation, will be ready later in the spring of 2023.

3.2 Pay-it-Forward Report

The Foundation is hosting an employee competition in the month of September to reengage the campus community with the Pay-it-Forward (PIF) program. In this competition, five teams are competing to 1) get the highest dollar amount donated and/or 2) get the highest number of new signups. Ms. Blanchier presented a PIF report, attached hereinto in as **Exhibit B**, showing the competition results thus far. On Day 1, about 11% of employees were donating and the competition has increased that number to 25%.

A PIF Committee has been established, with members from each employee group—administrator, faculty, classified, and classified-confidential, that will review, evaluate, and approve the funding proposals submitted by the campus community. The committee is currently developing bylaws and a scoring rubric.

The PIF funds were not used last year, so that amount of \$8,000 has been carried over and will serve as the operating budget for the committee during the 2022-23 year. The funds raised this year will



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serve as the operating budget for next year, and will operate like this going forward so the budget is known in advance each year.

Ms. Alfaro asked if the Foundation had received ideas for the projects.

Ms. Blanchier replied that we haven't opened the applications yet but we're looking at projects that foster campus engagement.

3.3 Endowments & Funds Update

Progress continues on establishing the Foundation as the fiscal agent for Leadership Redding. Leadership Redding has formed a 501(c)(3) for their organization, and a MOU has been signed establishing the Foundation as the fiscal agent for Leadership Redding effective October 1, 2022. The Foundation will charge an administrative fee of \$2,500, which is about 5% of their annual budget.

Ms. Finnegan asked, did we take action on this previously?

Ms. Blanchier responded, yes, it just took some time to get organized. Mr. Forest Wilder came in to sign this week.

Expect More Tehama has formed their own 501(c)(3) after receiving a grant from North State Together and will be managing their own finances. The MOU with the Foundation was terminated as of September 15, 2022. Last year the administrative fee was \$1,441, or 2.9% of their \$49,700 annual income.

Reach Higher Shasta is in the process of transitioning to College Options, and the Foundation will no longer serve as their fiscal agent. Last year the administrative fee was \$4,880, or 4.8% of their \$101,676 of annual income.

The District has nearly \$5 million in endowment funds. The idea to transfer these funds to the Foundation was explored, however, it was determined that there is a California Government Code that prohibits that this type of transfer from occurring. Going forward all endowed donations and scholarship donations will be directed to the Foundation and the Foundation will be more involved in the management of funds and in donor relations.

- **R.G. Watts Endowment**

This endowment came to the District in 1974 with an initial amount of \$150,000, and the donor family is still involved with administering the scholarship. This scholarship for this endowment was created to support students who are earning a degree in forestry, and the average funding available is \$6000 - \$10,000 each year. Ms. Katie Peek, the daughter of the initial donor, contacted Dr. Wyse and indicated the family was not satisfied with the current investment strategy, and asked to move the endowment funds to the Foundation's investment account in the hopes of improving the investment strategy and increasing the return. The fund currently has a balance of \$367,247 and a separate investment account at Stifel has been established with \$150,000 in fixed income and the remaining \$217,274 in mutual funds. Going forward, the Foundation will work with the donor's family on fund management and scholarship criteria.



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- **R&J Rust Endowment**

In 2001, Robert and Jean Rust gave a gift of \$50,000 as an endowment scholarship with the requirement that 2% of the earnings be applied to the principal each year before the scholarship awards are determined in order for the endowment to grow and to take into account inflation. A percent of the earnings needed to be reinvested. These funds had been in the Foundation Operation's investment account, but going forward they will be moved to the Foundation's Standard Endowment account. With the fund balance adjusted to reflect the 2% of the earnings, the fund balance is about \$75,000.

- **Athletics Fund**

The Athletics fund has grown quite a bit and is in good condition. The Foundation is working to understand the history of the funds and consolidate accounts where appropriate. About \$31,000 in revenue from the Athletic auction was moved from the District to the Athletic Investment account held by the Foundation at Stifel. About \$71,000 in an account titled Future PE Capital have been transferred from the Foundation Operations investment account to the Athletic investment account at Stifel. By researching the account history, it was determined that the funds were raised from various athletic fundraisers over the years and set aside for capital projects, many of which have already been done.

Ms. Alfaro asked to clarify, the funds were set aside at the direction of the Board and not the donor?

Ms. Blanchier responded, the funds were raised through athletic fundraising events and then set aside by the Board, so these funds can be consolidated into the main Athletics fund account.

3.4 Global Expedition trip to Mexico (July 18 – August 2, 2022) Update

Dr. Susannah Fulton, Biology & Botany instructor, and Dr. Chris Rodriguez, History instructor, led the trip with 17 students. It was a very successful trip and everything went well, especially considering COVID. The Foundation provided an additional \$7,581 for this trip in order to honor the initial cost estimates presented to the students.

The agreement with The McConnell Foundation is coming to an end. The Global Expedition team is submitting a 5-year plan to The McConnell Foundation to request continued funding for scholarships.

3.5 Emeritus Association Update

The Emeritus Association last met on Wednesday, September 21st, 2022 and the next meeting is scheduled for Wednesday, December 7th, 2022. The meetings continue to be held over Zoom.

The proposed idea to establish a fundraiser to sell the tiles to create a Wall of Honor has been confirmed. Tile companies are being evaluated and samples have been ordered. There are a few options, and each company offers support and a customized store front. The standard process seems to be that the company will collect the orders, and once we get past five orders, the orders will be shipped at no cost (otherwise, there is a cost for shipping). The sizes are generally 4x8 inches, 6x6 inches, 8x8 inches, or 12x12 inches. The prices range from \$18 to \$50 depending on size and style of the tile. Based on the price of the tile, it seems that charging \$100 per tile would allow this



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to be a successful fundraiser and cover the cost of installation. The Foundation hopes to present sample tiles to the Executive Committee at the next meeting.

Small, memento replica tiles are also available. These may be good gifts to distribute at the District's annual retiree celebration.

Ms. Finnegan asked, will there be one or two tile styles preapproved so ordering is not chaotic?

Ms. Blanchier replied the Emeritus Association is leaning towards one size of tile.

Ms. Alfaro asked, will there be criteria for the wall tiles?

Ms. Blanchier responded, right now the tiles are just for retirees but we are exploring other projects with other departments, and are considering a wall or pathway to recognize student alumni.

4. DISCUSSION/ACTION ITEMS

4.1 Approval of Resolution #SCF2022-23-01 recognizing Pat Frost's service to the Foundation (attached)

Mr. Pat Frost has been a member of the Executive Committee since 2016. Unfortunately, Mr. Frost is not able to continue committing time to the Foundation at this time. Mr. Frost submitted his resignation to the Executive Director on August 28, 2022. Mr. Frost's term was set to end in October 2022. We would like to thank Mr. Frost for his years of service to the students and the Foundation.

Approve the Resolution #SCF2022-23-01 recognizing Pat Frost's service to the Shasta College Foundation

Motion by Jennifer Finnegan, second by Star Alfaro

Final Resolution: Motion Carries

Yea: Star Alfaro, Jennifer Finnegan, Joe Gibson, Mike Mari, Rhonda Nehr

4.2 Approval of the Resolution #SCF2022-23-02 to open a checking account at Cornerstone Bank (attached)

Prior to the start of the discussion, Ms. Alfaro recused herself from the discussion by stepping outside of the room and abstaining from the vote.

Currently the Foundation has an account at Columbia Bank (formerly Merchants Bank, formerly Redding Bank of Commerce). It has been very challenging to manage our account there as the bank is understaffed and not yet familiar with the Columbia Bank procedures. Ms. Jill Ault, Assistant Superintendent/Vice President of Administrative Services, reviewed different bank options with the Executive Director and determined that Cornerstone Bank will be the best fit for the Foundation's needs. The Foundation would like partner with a local, community bank and Cornerstone Bank is one of the few local banks left in our community and there is a branch in Red Bluff which will be convenient for our Tehama County students. In addition, they provide a program that enables the full account amount to be insured by sweeping the funds to multiple banks. If the Executive Committee approves this change, Ms. Jaclyn Collins will be the account representative.



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Approve the Resolution #SCF2022-23-02 to open a checking account at Cornerstone Bank

Motion by Jennifer Finnegan, second by Mike Mari

Final Resolution: Motion Carries

Yea: Jennifer Finnegan, Joe Gibson, Mike Mari, Rhonda Nehr

Abstentions: Star Alfaro

4.3 Discussion of Officer Elections and new Executive Committee Members

The Foundation Bylaws state that officers are elected at the annual organization meeting, which must be held in the second quarter of the fiscal year. It was proposed that a short organization meeting be scheduled for November to elect officers and to appoint Ms. Tiffany Blasingame as a new Executive Committee member.

The meeting will be held on Tuesday, November 15th at 12:00 p.m. in the Shasta College Board room.

4.4 Discussion of the Strategic Planning Half-Day Retreat

A strategic planning half-day retreat would provide the time to discuss potential initiatives and strategic plan for the Foundation.

The Executive Committee determined it would review dates and topics for the retreat at the November meeting.

5. EXECUTIVE COMMITTEE MEMBER UPDATES

Mr. Gibson called for member updates.

Dr. Wyse said I would like to acknowledge Ms. Blanchier's work during her first few months as Executive Director. One of the first things we discussed was revitalizing the Pay-it-Forward program. I had some ideas, and she just ran with it and developed a very successful fundraiser.

Mr. Gibson said I have been a member of this committee for a long time and don't remember receiving regular communication from the Executive Director like we are now.

6. SETTING OF FUTURE MEETING DATE / RETREAT

The next meeting will be on Tuesday, November 15th at 12:00 p.m. in the Shasta College Board room.

The Retreat date will be set at this meeting.

7. PUBLIC COMMENTS FROM THE AUDIENCE

There were no comments.

8. ADJOURNMENT

The meeting was adjourned at 12:00 p.m.

Approve the Motion to Adjourn the Executive Committee meeting

Motion by Mike Mari, second by Jennifer Finnegan

Final Resolution: Motion Carries

Yea: Star Alfaro, Jennifer Finnegan, Joe Gibson, Mike Mari, Rhonda Nehr