Shasta College Foundation An investment in Education

Shasta College Foundation

Executive Committee Meeting Agenda 11555 Old Oregon Trail, Board Room Thursday, March 30th, 2023 at 12:00 p.m.

1. Open Session

- 1.1 Call to Order & Roll Call
- 1.2 Call for Request to Speak on an Agenda Item from the Audience

2. Approval/Review of Minutes

2.1 Approval of Minutes from the January 24, 2023 Executive Committee Retreat (attached)

3. Reports & Updates

- 3.1 Special Report: Shasta College Economic & Workforce Development
 - Speaker: Ms. Ioanna ladritis, Associate Vice President of Economic & Workforce Development
- 3.2 Adhoc Policy Review Subcommittee Update
- 3.3 Pay-it-Forward Report
 - Thanks-A-Latte
 - Shasta College Promotional Items
 - Welcome High School Graduates
- 3.4 Donations Update

4. Discussion/Action Items

- 4.1 Approval of the Foundation's Core Values that were presented at the Foundation Board Retreat Core Values:
 - Student Success: Offer financial support to keep students in school and on the path to a better life.
 - **Educational Excellence:** Provide resources to Shasta College's programs that are not otherwise available.
 - Cultivating Communities: Encourage and inspire lifelong growth and learning in our students, alumni, employees, and community members.
 - *Inspire Innovation:* Foster creativity by responding to the ever-evolving needs of our communities.
- 4.2 Discussion of Strategic Plan

5. Closed Session

- 5.1 Public Employee Performance Evaluation: Executive Director (California Government Code Section 54957)
- 6. Executive Committee Member Updates
- 7. Setting of Future Meeting Date
- 8. Public Comments from the Audience
- 9. Adjournment



Minutes of the Executive Committee Retreat The Guest House, Lema Ranch 800 Julian Street, Redding, CA 96003

Tuesday, January 24th, 2023 at 12:00 p.m.

DRAFT

1. OPEN SESSION

1.1 Call to Order & Roll Call

The meeting was called to order at 12:18 p.m.

Executive Committee Members Present

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

Executive Committee Members Absent

None.

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 NOVEMBER 15, 2022 EXECUTIVE COMMITTEE MEETING

2.1 Approval of the Minutes from the November 15, 2022 Executive Committee Meeting (attached)

The minutes from the November 15, 2022 were approved unanimously.

Approve the Minutes from the November 15, 2022 Executive Committee Meeting Motion by Jennifer/Star Alfaro,

Final Resolution: Motion Carries

Yea: Star Alfaro, Tiffany Blasingame, Jennifer Finnegan, Joe Gibson, Mike Mari, Rhonda Nehr, Hiram Oilar

3. DISCUSSION/ACTION

3.1 Discussion of Strategic Planning for the Foundation

Dr. Joe Wyse, Superintendent/President, facilitated the meeting and provided an overview of the retreat schedule and objectives. He shared a presentation, attached hereto in as *Exhibit A*. The focus will be on looking at where we've been, where we are, and where we are going. Most of the day we will be brainstorming and having discussions to inform the development of the strategic plan. We will bring a draft of the strategic plan to the next meeting in March and then the plan will be submitted for approval at the June meeting.

Each member shared how long they have served on the Executive Committee: Ms. Blasingame joined the Board in November 2022; Ms. Blanchier was hired in March 2022; Ms. Nehr was appointed in January 2022; Ms. Finnegan joined September 2019; Mr. Mari joined in June 2019; Ms.



Minutes of the Executive Committee Retreat The Guest House, Lema Ranch 800 Julian Street, Redding, CA 96003 Tuesday, January 24th, 2023 at 12:00 p.m.

DRAFT

Alfaro joined in December 2015; Mr. Oilar joined in June 2013; and Mr. Gibson was a founding member involved with the formation discussions in the late 1990s. Dr. Wyse was involved some during his time as Vice President of Administrative Services but became an Ex-Officio Non-Voting Member when he was named Superintendent/President in 2011.

The last retreat was held in August 2019.

Dr. Wyse provided an overview of the District's history, five campus locations, vision statement, mission statement, and the institutional student learning outcomes adopted by the District.

The Executive Committee raised questions about the options offered at the extended campuses, dual enrollment, current enrollment numbers, success rates for on-line versus in-person instruction, and classes offered online compared to in-person.

About 20 years ago, Shasta College had 75 – 100 full-time enrolled (FTE) students that would come to one of the extended sites and take ITV, or interactive television, classes. Over the years, enrollment in those classes steadily declined as more online options became available. Those campuses have been re-envisioned to be high speed internet hubs for remote students to use for their online classes. The success rates for ITV classes were less than online classes so this has been a positive transition to support a new system for online learning.

About a third of Shasta College classes were online pre-pandemic, but this year it's about 50/50. The success rates are very close and comparable between in-person classes and online classes. A detailed survey was done in 2021 and the college received 1,200 responses: 80% indicated they wanted face-to-face instruction – but this has not been reflected in the waitlists which are overwhelmingly for online classes. The current theory is that students want the interaction of inperson classes, but the practicalities of our students--like being a part-time student, a single parent or caregiver, or needing to focus on their job—make online classes more attractive. Shasta College has increased the dual enrollment program offerings, partly by focusing on identifying and hiring high school instructors who are qualified to teach part-time for the college. The college is still down 18-20% in enrollment compared to pre-pandemic levels but enrollment levels are up 5% this year.

In 2011 Shasta College had issues with accreditation, but during that time 67% of California Community Colleges (CCCs) were sanctioned as the accreditors had become less lenient and more stringent. Being on probation was critical, but it forced the college to speed up the development of a long-term Master Plan. The Master Plan was adopted in 2012 and it has helped significantly with long-term thinking and planning. The vision statement reflects the District's future goals.

The Executive Committee reviewed the current Foundation vision and mission statement, and they were presented core values developed by the Executive Director, Ms. Andree Blanchier. The vision and mission were last revised in 2013/2014.

The proposed core values for the Foundation were presented. These are based on four pillars: student success, educational excellence, cultivating communities, and inspiring innovation. The Foundation is very student focused and its purpose is to be another source of support to help students achieve their educational goals. Scholarships and emergency aid fall into this category. The



Minutes of the Executive Committee Retreat The Guest House, Lema Ranch 800 Julian Street, Redding, CA 96003

Tuesday, January 24th, 2023 at 12:00 p.m.

DRAFT

next question is how we can we make Shasta College a better place since we are a smaller, rural institution with limited resources. The Foundation has been able to support students and programs throughout the years by sponsoring things like the coral research project that expand a community college student's experience. Looking at the third pillar, the Foundation plays a big role in the community and it's important to encourage relationships between the community and our alumni. For innovation, this ties into the strategic goals of the college. Shasta College has received recognition and awards for innovation. The Foundation should be there to help those programs and encourage creativity.

The Board liked the core values and they will be presented for approval at the next regular meeting of the Board. Instead of reviewing the mission and vision statements during the retreat, this work can be included as part of the strategic plan

The Foundation is an auxiliary organization. In California there are two ways to set up Foundations: an independent 501(c)(3) or an auxiliary 501(c)(3) organization. That's why there's an operating agreement in between the Foundation and the District. Auxiliary organizations are subject to the Brown Act, which regulates public meetings. In the past, the Shasta College attorneys have reviewed the Bylaws to make sure everything is as it should be. So far, the Foundation has been focused on managing what's come in, but not so much on raising funds. When it was originally set up, there was a vision for Regents in the different areas of the north state that we serve. Some Regents have been more active than others.

Mr. Gibson provided some history on the Regents. Several years ago, there used to be 35 directors, but it was difficult to get anything done with that many people on the Board. Scott Thompson, former Executive Director, decided it was in our best interest to cut that number down, but he didn't want to kick anybody off the Board and nobody wanted to leave. The solution we came up with was the Regent system.

Currently, the Foundation is managing about \$5 million in assets.

- The Teresa B. Poore funds have been used to support book grants.
- The Harrington Trust has been focused on student scholarships.
- The R.G. Watt endowment was held by the District and focused on students specifically in the agricultural program who were transferring to a 4-year institution. The donor was unhappy with how the scholarships were being awarded, and Dr. Wyse and Ms. Blanchier were able to work with the donor to move the funds to the Foundation and to widen the scope. The Foundation will be improving communication on the scholarship and increasing the outreach to increase applicants.
- The R&J Rust funds have been with the Foundation since 2001. Originally, the Foundation received a donation of \$50,000 for which 2% of the retained earnings were to be added to the principal. Research has been done to determine that these funds were not being tracked correctly. The necessary corrections have been made to this account.
- Prior to having an investment account with the Foundation, Athletics had over \$150,000 sitting in the county treasury. These funds came from fundraising activities, not state funding, and it was decided that by investing these funds, the program would gain more



Minutes of the Executive Committee Retreat The Guest House, Lema Ranch 800 Julian Street, Redding, CA 96003 Tuesday, January 24th, 2023 at 12:00 p.m.

DRAFT

than having the funds be held at the county treasury. Most of what has been utilized so far has been from investment returns.

One of the Foundation's operational goals is to research the history of the different funds and assets held. Historically, our returns are around 4% for conservative investments. The operational investment account is split 60/40 in stocks and bonds and this has had better returns of around 7%.

Over the last several years, the Foundation has served as the fiscal agent for organizations such as North State Together, Reach Higher Shasta, Expect More Tehama, and Shasta College Attainment & Innovation Lab for Equity (SCAILE). This year the Foundation started supporting Leadership Redding as a fiscal agent. The administrative fees earned from serving as a fiscal agent to different organizations are used to off-set the operational costs of the Foundation.

There is a set of codes that closely regulate auxiliary organizations in the community college system. If the Foundation had to close, all of the assets would go to the college. This is not up to the Executive Committee or the Board of Trustees. The Foundation has a separate tax ID and separate Bylaws, but a combined audit with the district. The Executive Committee has a lot of control, but with limitations and protections.

This allows the college to support the Foundation in many ways, such as loaning space and employees to the Foundation. The Foundation doesn't have to run payroll—that is run through the college. In turn, the Foundation can support the college in many ways. In the past, the Foundation has supported many unique opportunities for students, such as the Global Expedition program, and many community events, such as the Speaker Series, African American Graduation ceremony, and plays in Trinity. In California, the constitution prohibits gifts of public funds so the college can't give scholarships from taxpayer money or provide food for events. The Foundation provides a lot of flexibility in that regard. Food brings in more students to events, so this helps with attendance and outreach. Another advantage to being an auxiliary organization of the college is that the Foundation can take advantage of the district's insurance.

Fund raising was not a priority before, but the Foundation has had many successes. One of the first things the Foundation did was partnering with the California Dental Association Foundation to raise \$700,000 for the dental program. This was an early successful effort, and the project responded well to the community needs. Additionally, the college received a grant for \$800,000 to replace five pieces of heavy equipment for our program, but we needed a match because there was no money from the state for career technical programs at this time. The Foundation agreed to provide the money upfront and worked with local contractors who promised donations over five years to reimburse the Foundation for the initial funds provided. Only one contractor was not able to pay back the funds, and this was during the economic crisis.

Another long-standing program that has brought in donations is Pay-it-Forward (PIF). This program has been dwindling over the past few years, but Ms. Blanchier successfully relaunched the program this past Fall with a campus-wide competition.



Minutes of the Executive Committee Retreat The Guest House, Lema Ranch 800 Julian Street, Redding, CA 96003 Tuesday, January 24th, 2023 at 12:00 p.m.

DRAFT

On and off for the past few years, the Foundation has assisted with the Athletics' fundraiser and agricultural programs' annual fundraiser, Harvest Fest. The Foundation continues to support these fundraising activities.

When the Carr fire hit, the Foundation was able to set up a GoFundMe account to raise emergency funds. Some funds were donated to the Jeremy Stoke Foundation, which is now giving scholarships to Shasta College fire students.

Ms. Eva Jimenez, previous Executive Director, raised over \$283,000 through the Finish Line grant, the nonprofit United Way, our local Rotary chapter and employee-funded donations to create an emergency aid fund for students to support them during the difficult early days of the pandemic.

The Executive Committee recessed for 10 minutes.

We will now look at where the Foundation is today. The Scholarships department that used to be under Financial Aid has been moved over to the Foundation. There is one employee, Ms. Wendy Akins, who manages the college's scholarships and will now report to Ms. Blanchier. Approximately \$150,000 - \$200,000 in scholarships are distributed to students each year. Not all funds still have active donors, but the Foundation will manage those who do. It will take more of the Executive Director's time but will be worth it.

Ms. Blanchier provided a progress report and provided updates on Pay-it-Forward (PIF), infrastructure development including being able to accept credit card and ACH payments and the work that has been done on drafting some initial policies (several will be sent to the Adhoc Policy Subcommittee soon). The Foundation was recently awarded another Finish Line grant of \$150,000 for the 2023-24 academic year.

Dr. Wyse concluded his presentation and said, the idea of this retreat is to examine where we've been and where we're at now, and to think about where we want to go. We've got strengths, a history to build on and assets, but some weakness too. We haven't had steady fundraising, and currently do not have a donor or alumni database. In some ways, the Foundation is similar to a recently established organization even though we were established in the 90's. Prior to the pandemic, the Foundation did contribute to the purchase of a software solution that was intended to assist with donor management. However, this is not a donor database. Due to the pandemic, the software has yet to be fully implemented, and based on further research, it may not provide the functionality for which it was initially selected.

After reaching the end of the presentation, Dr. Wyse facilitated a brainstorming session with the Executive Committee with the objective to identify future goals. Dr. Wyse and Ms. Dougherty recorded suggestions from the Executive Committee.

Dr. Wyse concluded the meeting by confirming that the brainstorming session resulted in the discussion of key information that will be critical in in formulating a strategic plan. The first draft of the strategic plan will be presented to the Executive Committee at the March meeting.

4. EXECUTIVE COMMITTEE MEMBER UPDATES



Minutes of the Executive Committee Retreat The Guest House, Lema Ranch 800 Julian Street, Redding, CA 96003

Tuesday, January 24th, 2023 at 12:00 p.m.

DRAFT

The Executive Committee members did not have any updates to share.

5. SETTING OF FUTURE MEETING DATE / RETREAT

The next meeting will be held on Thursday, March 30th, 2023 at 12:00 p.m. at the Shasta College main campus in the 100 building Board room.

6. PUBLIC COMMENTS FROM THE AUDIENCE

There were no comments.

7. ADJOURNMENT

The meeting was adjourned at 3:27 p.m.

Approve the Motion to Adjourn the Executive Committee meeting Motion by Mike Mari, second by Tiffany Blasingame

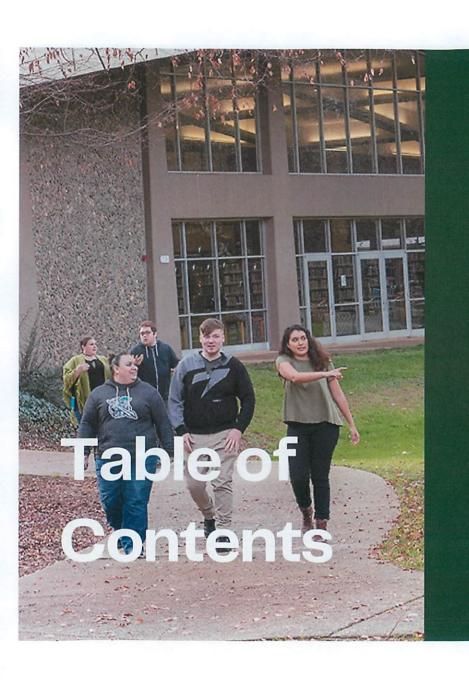
Final Resolution: Motion Carries

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

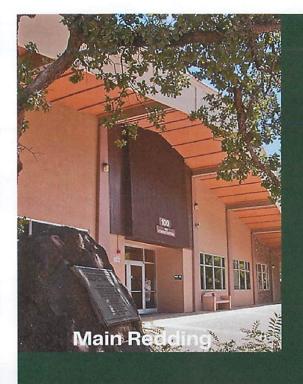
Hiram Oilar

Exhibit A



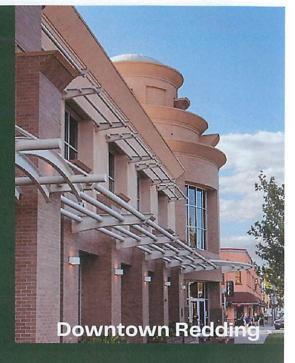


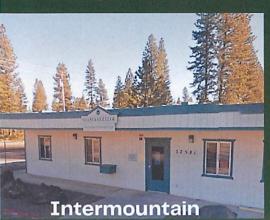
- Expectations for the Day
- O2 Shasta College & Foundation Mission & Vision
- A brief history
- The Foundation today
- Where we would like to go

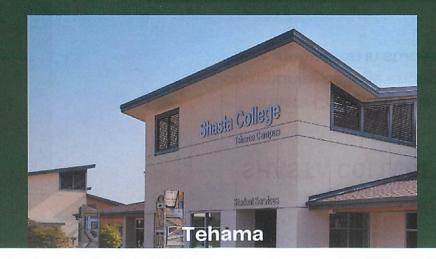


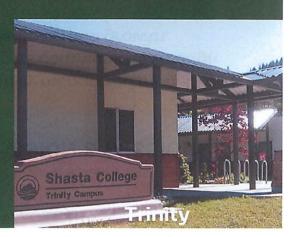
SHASTA COLLEGE KNIGHTS ARE

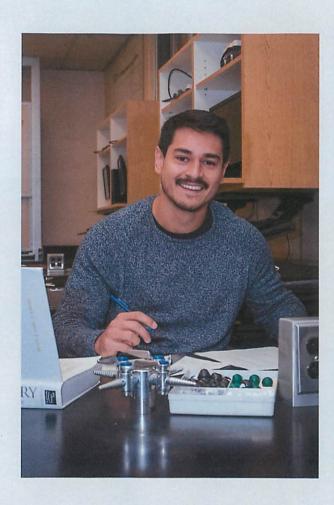
- 11,000 students
- 1,700 degrees/certificates awarded
- 750+ employees
- 5 campus locations
- 51% of students are low-income
- 30% are first generation students











SHASTA COLLEGE'S VISION & MISSION:

Shasta College is a nationally recognized model community college engaging its communities through innovation in student learning and growth.

Shasta College provides a diverse student population with open access to undergraduate educational programs and learning opportunities, thereby contributing to the social, cultural, creative, intellectual, and economic development of our communities. The District offers general education, transfer and career-technical programs, and basic skills education. Shasta College provides opportunities for students to develop critical thinking, effective communication, quantitative reasoning, information competency, community and global awareness, self-efficacy, and workplace skills. Comprehensive student services programs and community partnerships support student learning and personal development.

SHASTA COLLEGE'S INSTITUTIONAL GOALS

Institutional Goal 1: Shasta-Tehama-Trinity Joint Community College District will use innovative best practices in instruction and student services for ransfer, career technical, and basic skills students to increase the rate at which students complete degrees, certificates, and transfer requirements.

Institutional Goal 2: Shasta-Tehama-Trinity Joint Community College District will use technology and other innovations to provide students with improved access to instruction and student services across the District's large geographic area.

Institutional Goal 3: Shasta-Tehama-Trinity Joint Community College District will increase students' academic and career success through civic and community engagement with educational institutions, businesses, and organizations.

Institutional Goal 4: Shasta-Tehama-Trinity Joint Community College District will institutionalize effective planning practices through the implementation, assessment, and periodic revision of integrated planning processes that are transparent and participatory and that link the allocation of resources to planning priorities.



Student-Focused Heartfelt Service

THE SHASTA COLLEGE FOUNDATION

Vision:

To inspire the value of higher education in the North State

Mission:

To boldly and creatively enhance students' overall experience of Shasta College

Core Values:

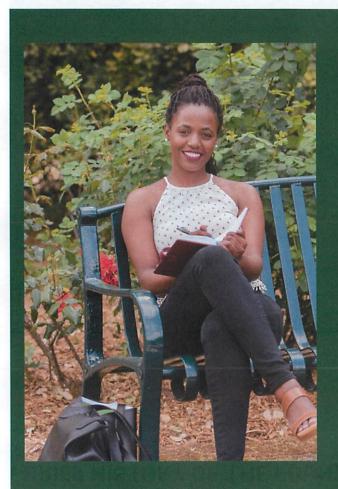
Student Success: Offer financial support to keep students in school and on the path to a better life.

Educational Excellence: Provide resources to Shasta College's faculty and staff that are not otherwise available.

Cultivating Communities: Encourage and inspire lifelong growth and learning in our students, alumni, employees, and community members.

Inspire Innovation: Foster creativity by responding to the ever-evolving needs of our communities.

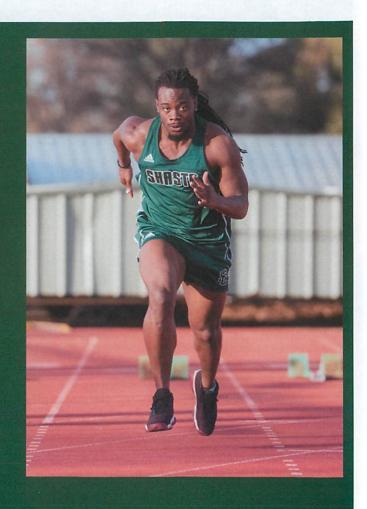
BRIEF HISTORY OF THE FOUNDATION . . .



- The Foundation is an educational 501(c)(3) non-profit auxiliary organization of the Shasta-Tehama-Trinity Joint Community College District.
- The Foundation was established in January of 1996 with the primary purpose to provide assistance to Shasta College in the form of student financial aid, enhancement of the college facilities and programs, and services to the students, staff, and faculty.
- The Foundation Board consist of at least 7 Directors, with one Director being a current trustee of the Shasta College Board of Trustees. Historically, the Board has had regional focused regents who are community volunteers who are interested in supporting Shasta College programs.
- The Foundation operates in accordance with its by-laws, last updated in 2019, and the Operating Agreement with the Shasta-Tehama-Trinity Joint Community College District, adopted in June 2022.
- The Foundation has primarily focused on sponsoring events and college programs and providing emergency aid to the students over the years.

A BRIEF HISTORY OF THE FOUNDATION'S ASSETS . . .

- The Foundation has received a couple of significant endowments and currently manages about \$5M in assets including these endowments:
 - Teresa Poore (\$1.7M)
 - Harrington Trust (\$742K)
 - o R.G. Watt (\$358K)
 - o R&J Rust Trust (\$74K)
- In addition, the Foundation Board has a self-imposed endowment (\$683K) and an operational investment account (\$1.1M).
- The Foundation serves as the fiscal sponsor for North State Together (\$1.8M), Shasta College Attainment Innovation Lab for Equity (SCAILE) (\$114K), Reach Higher Shasta (\$213K), Leadership Redding (\$15K)
- The Athletics program has been raising funds for years and the Foundation manages their investment account of about \$174K.



A BRIEF HISTORY OF THE FOUNDATION'S EVENTS & PROJECTS...



- The Foundation has partnered with The McConnell Foundation since 2015 to provide student scholarships for the Global Expedition Program (matching \$10,000/year in scholarships). This partnership has just been renewed for another 7 years (\$77,000).
- The Foundation partnered with The McConnell Foundation to sponsor a Community Speaker Series (matching sponsorship of \$15,000). From 2015-2020, nine different speakers were brought to Redding and the events were open to the communities free of charge.
- Over the years, the Foundation has sponsored many campus projects & events such as Coral Sea Research Vessel, Aquarium Installation, Trimathelon, Student Art Shows, Rookie Speech Tournament, Emerging Journalist Fellowship Project, Final Exam Jam Nights, Tutor Retreats, Tutor Trainings, Welcome Days, Symphonies & Concerts, Program Graduations...
- In addition, the Foundation has supported other local non-profits and community events such as the Redding Rancheria, SHIELD, Trinity County Resource Conservation District's educational events, ...

A BRIEF HISTORY OF THE FOUNDATION'S FUNDRAISING...

- The Foundation has a limited fundraising history.
- In the early 2000s, the Foundation collaborated closely with local dental professionals to raise funds to support the launch of the dental hygiene program.
- In 2007-08, the Foundation raised about \$125,000 for the purchase of heavy equipment by solicitating 5-year pledges from local contractors.
- Pay-It-Forward, voluntary payroll deductions from Shasta College employees, has existed for many years and was relaunched in Fall 2022.
- The Foundation has provided operational support to program fundraising events such as Harvest Fest and the Athletic Auction.
- After the Carr Fire, the Foundation established a GoFundMe account and raised about \$60K for emergency student aid and over \$20K for emergency employee aid.
- During the COVID-19 pandemic, Eva Jimenez raised over \$285K to provide the much needed emergency aid to over 900 students through direct donations and grants including the Finish Line Grant which is currently providing \$150,000 in scholarships and emergency aid to our students.

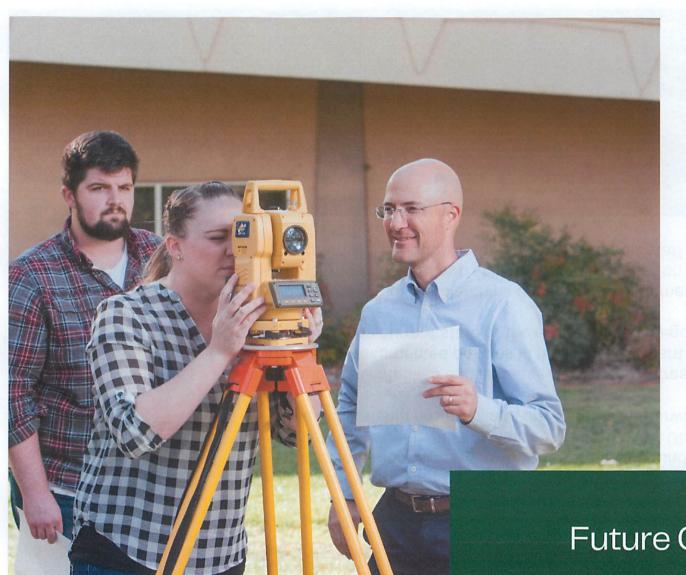


The Foundation Today

- In June 2022, a full-time Executive Director and Foundation Coordinator were hired.
- Continue to sponsor campus events, serve as fiscal agent for several organizations, provide operational support for program driven fundraising efforts (e.g. Harvest Fest, Athletics), partner with specialized programs like Global Expedition, manage the Finish Line Scholarship program, and drive the Pay-it-Forward program.
- Working to establish and enhance operational infrastructure, policies, & procedures.
 Without documented policies in place, a significant amount of research is required to evaluate the current state of the endowments, on-going/expired projects, and accounts.
- Incorporation of Scholarships under the management of the Foundation. Focusing on donor management and scholarship administration together, a more cohesive Scholarship program will benefit all students. One support staff from financial aid will now report to the Executive Director.

Progress Report

- Relaunched the Pay-it-Forward Program
- · Able to accept credit card payments
- · Able to accept ACH payments from donors
- Established an ad-hoc policy review committee & began drafting financial policies
- Submitted the grant proposal and was awarded \$150,000 from the Finish Line Scholar Program for 2023-24



WHAT'S NEXT FOR THE FOUNDATION

Future Goals Discussion