



## Shasta College Foundation

Minutes of the Executive Meeting  
11555 Old Oregon Trail, Board Room  
Thursday, March 30<sup>th</sup>, 2023 at 12:00 p.m.

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### 1. OPEN SESSION

#### 1.1 *Call to Order & Roll Call*

The meeting was called to order at 12:02 p.m.

#### Executive Committee Members Present

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

#### Executive Committee Members Absent

- Mr. Mike Mari

#### 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 JANUARY 24, 2023 EXECUTIVE COMMITTEE RETREAT

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

The minutes from the January 24, 2023 retreat were approved unanimously.

***Approve the Minutes from the January 24, 2023 Executive Committee Meeting Motion by Jennifer Finnegan/Star Alfaro,***

***Final Resolution: Motion Carries***

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

### 3. REPORTS & UPDATES

#### 3.1 *Special Report: Shasta College Economic & Workforce Development*

Ms. Blanchier welcomed and introduced special guest Ms. Ioanna Iatridis, Associate Vice President of Economic and Workforce Development (EWD), who provided a special report about the services and work in EWD.

Overall, the mission of EWD is to support the economic prosperity of our community and our nation. In 1996, the Education Code was amended with language making it part of the statutory mission of community colleges to support the needs of industry and the economic growth and global competitiveness of California. This includes education for reskilling or upskilling to close skill gaps, and connecting our students who will be entering the workforce with job creators. Programs within EWD include: apprenticeships and pre-apprenticeships, adult education, non-credit education, community education, contract education, the Career Café, employer partnerships, marketing and outreach, and the Center of Excellence. This is significant as Shasta College is the only California Community College to put all of the programs in one, cohesive division.



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The focus on Career Technical Education (CTE), then known as vocational education, started in 1963 when Congress passed the Vocational Education Act of 1963. The Carl D. Perkins Vocational and Technical Education Act (simply known as “Perkins”) was first authorized by Congress in 1984 to increase the quality of technical education within the United States to support the economy, and was reauthorized by Congress in 1990, 1998, and 2006. In 2018, Congress reauthorized the act again, now titled The Strengthening Career and Technical Education for the 21<sup>st</sup> Century Act, and included nearly \$1.4 billion in annual funding to states. The current focus of Perkins is to improve career-technical education programs, integrate academic and career-technical instruction, serve special populations, and meet gender equity needs.

Congress appropriates funding to states based on population. California receives the majority of the federal funds, about \$139 million, and distributes it to community colleges through the Department of Education and the Chancellor’s Office. Shasta College receives \$400,000 annually.

Additionally, EWD receives \$3.7 million for the Strong Workforce Program, an initiative to expand CTE programs in California Community Colleges and to encourage cross sector collaboration, employer engagement, and regional partnerships. These funds support strong workforce locally and regionally. One of the requirements is that all of the colleges have to be in a consortium, and Shasta College belongs to the North Far North consortium.

The California Adult Education Program provides \$500 million from the state budget, of which the Shasta-Tehama-Trinity Adult Education Consortium receives approximately \$1.2M. Shasta College serves as the fiscal agent for the Adult Education Consortium for the North Far North region. EWD collects an administrative fee for serving as the fiscal agent and approximately \$219,000 for our programs and the rest is pushed to our partners. We have 1 pre-apprenticeship and 2 registered apprenticeships. Setting up apprenticeship programs can be challenging. We work with the Department of Apprenticeship Standards to stay in compliance and have been able to setup two apprenticeships and one pre-apprenticeship with another in the works in a short amount of time. The pre-apprenticeship program currently offered is the Heavy Equipment Logging Operations and Maintenance (HELO) and we are in the process of establishing a Customer Service Certificate. The apprenticeship programs currently offered are the California Registered Apprenticeship Forest Training (CRAFT) and the Accounting Services Employment Training (A\$ET). Students who complete apprenticeships will earn a certificate for their hands-on experience, and we work with employers to ensure the students find employment. Students may also be paid as part of the apprenticeship program; the pay depends on the industry but is generally \$20 - \$40 per hour.

Adult Education falls under the umbrella of continuing education, and needs to be aligned with certain criteria outlined in Education Code section 84913. The focus in our region is on GED attainment. The Chancellor’s Office approved apportionment for zero credit courses focused on skill attainment rather than grade point average (GPA), and Shasta College has development many classes to support underserved students who aren’t ready for full-credit courses or those who need the flexibility to refresh critical basic skills. We are developing classes for health care career exploration in an effort to support the health care industry and encourage more students to work in those fields. We have a student success class for our Career Café as well. Some of the



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noncredit courses are linked to credit courses, and serve as the ramp to get students prepared for credit courses in their area of study.

Community Education offers many courses including enrichment courses, some of which have been requested by employers in town. Examples include computer literacy courses or courses for new managers. We do this as contract education. These classes are fee based, not funded by apportionment. The Career Café is a resource for both job-seeking students and employers seeking skilled workers and interns. They offer resume preparation and interviewing skills, and can help connect students to internships, job shadowing experiences, and employers currently hiring. We were able to purchase software called Jobspeaker which allows students and employers to put their information in and serves as a database.

Employer Partnerships are designed to respond to regional workforce demands. Shasta College has nine Assistant Directors of Employer Partnership who are employees of the college but stationed at other California community colleges in the North Far North region, such as College of the Siskiyous and College of the Redwoods. These managers serve as the connection between the college and the industry employers. They are generalist in the far north and sector specific—for example, we have one responsible for public safety, one for construction and one for automation. Their objectives are to expand work-based learning for students, student employment outcomes and to increase the responsiveness to training needs of employers. The team meets once a week to check-in, collaborate and share information.

The Center of Excellence (COE) provides all of the research and data to tell us where to invest resources to develop programs for industries and what makes sense for our region. We're not going to make an investment in a program if we can't get more jobs for students who graduate from the program, so this data is essential to our operations. There are nine COE across the state to study California's regional economies.

Finally, the Marketing and Outreach department that serves all Shasta College departments is part of EWD as well. Their work is critical to our recruitment efforts.

### **3.2 Adhoc Policy Review Subcommittee Update**

Ms. Finnegan provided the report.

The Adhoc Policy Review Subcommittee met right before the meeting. Three policies were reviewed; we will revise them some, and then we will be bringing them to the Executive Committee in June for review and approval.

Topics addressed in the policies include the overall endowment process, how we are distributing funds, and the rules for fees. This is to codify what we have already been doing. The policies were very well put together.

Ms. Blanchier added that several more will need to be done after these three. We will keep working with the Adhoc subcommittee to prepare those.



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### **3.3 Pay-it-Forward (PIF) Report**

The (PIF) selection committee met in December. The budget, based on funds raised the previous year, was about \$8,000. The committee selected three different projects to fund.

- ***Thanks-A-Latte!***

Thanks-a-Latte! is an employee recognition program. The program was launched in the beginning of March. Throughout each month, employees are able to nominate colleagues for being helpful or for acts of kindness. At the end of the month, two names from the classified, faculty, and administrative groups are randomly selected to receive a \$10 Starbucks gift card. So far, the program has been very successful—in the first month alone we received over 70 nominations.

- ***Shasta College Promotional Items***

This project was selected to help promote Shasta College, especially with youth in the area. Hats for children and adults were purchased, as well as mini-frisbees and mini-footballs. Mr. Craig Thompson, Head Football Coach, is managing the items and distributing them on a first-come, first-served basis. They have received over 20 requests already. Encouraging youth from an early age to start thinking about college is so important, and these items help get Shasta College's name out there. State funding dollars cannot be used to purchase promotional items as it's considered a gift of taxpayer funds, so this was a good fit for the PIF program.

- ***High School Graduates***

This project was selected to create community excitement about local high school seniors who will be starting at Shasta College in the Fall. Instead of saying, "I am 'only' going to community college," let's focus more on communication that says, "I am excited to become a Shasta College knight!". These signs will be distributed to graduating high school seniors who enroll full-time at Shasta College for the Fall 2023 semester. Ms. Desiree Gunderman, Executive Assistant to the Superintendent/President and Public Information Officer, is leading this project. Ms. Gunderman is working with Shasta College's Enrollment Services department to coordinate with high school counselors in Shasta, Tehama and Trinity counties to distribute the signs. Hopefully you'll see these out and about in the community soon.

### **3.4 Donations Update**

At the end of the third quarter, we've already raised over \$12,000 in funds for the 2023-24 PIF projects budget.

The Executive Director has started looking at information technology systems to better support the fundraising and the donations process. In the meantime, we have been busy researching funds and organizing the accounts to make it easier to track donations and spending. We can see that this year the Foundation has received quite a few donations. In the first three quarters, the Foundation has received over \$150,000 – and this does not include the athletics fundraiser which will not be held this year.

The majority of these funds were donated to the Athletics program. Mr. Mari, Dean of Development, Athletics, Physical Education & Safety/Athletic Director, and the teams are very successful in crowd-funding donations for their teams using the Hour-a-Thon platform. The platform does charge a service fee of 5% but the fundraising is very targeted for each team and only requires an hour of outreach to be very successful.



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Other notable donations received this year include \$10,000 for the Nursing Program donated by a local foundation that was closing their operations, and \$15,000 from a private donor based in San Jose to be used to support student basic needs.

#### 4. DISCUSSION/ACTION ITEMS

##### 4.1 Approval of the Foundation's Core Values that were presented at the Foundation Board Retreat

The Foundation's Core Values that were presented at the January Board Retreat were reviewed and presented for approval.

The Core Values were approved unanimously.

##### *Approve the Foundation's 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.

***Motion by Star Alfaro/Hiram Oilar,***

***Final Resolution: Motion Carries***

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

##### 4.2 Discussion of the Strategic Plan

The draft Strategic Plan is a culmination of the comments and ideas discussed at the retreat in January. This plan includes short-term, mid-term and long-term goals. There are five overarching goal categories—board development, fundraising, operations and finances, outreach and marketing, and scholarships—and three objectives for each goal. Most of the objectives include the supporting tasks needed to accomplish the objective, but these will continue to be developed.

Shasta College's upcoming 75<sup>th</sup> Anniversary will be a great opportunity for the Foundation to develop more communication and outreach. The district's marketing department has been given \$20,000 to start preparing for the 75<sup>th</sup> anniversary, so the Foundation will have campus support too. It was suggested to establish a 75<sup>th</sup> Anniversary Planning Adhoc Subcommittee.

The Executive Director requested that any comments, suggestions or questions about the Strategic Plan from the Executive Committee be submitted before the next meeting in June so the edits can be incorporated into the updated plan.

#### 5. CLOSED SESSION

##### 5.1 Public Employee Performance Evaluation: Executive Director (California Government Code Section 54957)

The Executive Committee recessed to Closed Session at 12:54 p.m.



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### **6. EXECUTIVE COMMITTEE MEMBER UPDATES**

The Executive Committee reconvened to Open Session at 1:01 p.m. There was nothing to report.

Ms. Alfaro congratulated the Executive Director on the Foundation's recent accomplishments, commending the efforts to make ACH donations available and reinvigorating the Pay-it-Forward Program.

### **7. SETTING OF FUTURE MEETING DATE**

The next meeting will be held on Friday, June 23<sup>rd</sup>, 2023 at 12:00 p.m. at the Shasta College main campus in the 100 building Board room.

### **8. PUBLIC COMMENTS FROM THE AUDIENCE**

There were no comments.

### **9. ADJOURNMENT**

The meeting was adjourned at 1:07 p.m.

***Approve the Motion to Adjourn the Executive Committee meeting***

***Motion by Hiran Oilar, second by Jennifer Finnegan***

***Final Resolution: Motion Carries***

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