GOVERNANCE AD-HOC COMMITTEE

1. Establishing framework:
   - Examining critical legal documents, which give community colleges the authority to establish auxiliary organizations – **Ed Code Section 72670**
   - Examination of SJECCD Foundation’s current bylaws and master agreement
   - Review of bylaws and master agreements of 6 similarly constructed foundations within the Bay Area
   - Review of 3 Bay Area CSU Foundation bylaws and master agreements
TAKE ALWAYS FROM FIRST MEETING

Areas committee decided need much attention within the SJECCD Foundation bylaws in relation to similar community college foundations in the area:

1. Length of document
2. Clear and defined purpose
3. Indemnification clauses
4. Role and power of directors
5. Board Officers
6. Meeting frequency
7. Giving expectation
BOARD OF DIRECTORS – MINIMUM 10-VOTING MEMBERS BUT NO MORE THAN 15
4 MEMBER EXECUTIVE COMMITTEE

- Chair, BOD
- Chair, Subcommittee Finance & Investments
- Chair, Subcommittee Board Development
- Chair, Subcommittee Nominating & Governance

- Vice Chair serves as chair of subcommittee
IDEAS AROUND BOARD COMPOSITION

1. Board Composition
   - X number of directors shall be representatives from San Jose City College. The College President or Vice President of Academic Affairs.
   - X number of directors shall be representatives from Evergreen Valley College. The College President or Vice President of Academic Affairs.
   - Board of Trustee representation – (potentially appointed by President of Board).
   - SJCC and EVC Alumni Association Presidents (2)
   - Remaining directors will be community representatives selected by the board’s “Nominations and Governance Committee”.
   - At least X percent of community representatives must be alumni (completed 30 or more credit hours) of EVC.
   - At least X percent of community representatives must be alumni (completed 30 or more credit hours) of SJCC.
   - Each director shall, to the maximum extent of his or her capability, make annual contributions of XXXX.XX to the Annual Fund in the form of soft and/or hard credit.
THE ROAD FROM GOOD TO GREAT UPDATE

What does that mean for Advancement?
1. Establish a base line for annual fundraising

2. Identify, track and steward current and prospective donors

3. Develop an integrated operating system that supports foundation, district and campus efforts
RAISER’S AND FINANCIAL EDGE

The Building Blocks for Measurable Success
RAISER’S - FINANCIAL EDGE

Next Steps:
• March 23rd phone conf. (formulating 3 to 4 month timeline)
• Implementation/Integration – April 3rd NXT Roadshow
  o Key players: Institutional Effectiveness and Student Success, Academic Deans and Foundation Accounting
• Account consolidation by division
Annual Giving Forms

San Jose City College

Donor Information:
Name: __________________________
Address: ________________________
Email: __________________________
Phone: __________________________

I'd like to make a leadership-level gift of:
☐ $2,500  ☐ $500  ☐ Other $ _______
☐ $1,000  ☐ $100

Type of Gift
☐ One-Time  ☐ Pledge (monthly installments)
☐ Recurring

Ways to Give
☐ Check (payable to SJCC Foundation)
☐ Visa  ☐ Master Card  ☐ Discover  ☐ AmEx Card
Card Num: _______________________
Exp Date: __________  CVV: __________
Name on Card: ___________________

Signature: _______________________

Make your gift online at
www.sjeccd.edu/foundation

Evergreen Valley College

Donor Information:
Name: __________________________
Address: ________________________
Email: __________________________
Phone: __________________________

I'd like to make a leadership-level gift of:
☐ $2,500  ☐ $500  ☐ Other $ _______
☐ $1,000  ☐ $100

Type of Gift
☐ One-Time  ☐ Pledge (monthly installments)
☐ Recurring

Ways to Give
☐ Check (payable to SJCC Foundation)
☐ Visa  ☐ Master Card  ☐ Discover  ☐ AmEx Card
Card Num: _______________________
Exp Date: __________  CVV: __________
Name on Card: ___________________

Signature: _______________________

Make your gift online at
www.sjeccd.edu/foundation

Alumni Association
Business and Workforce Development Division
Humanities & Social Sciences Division
Language Arts Division
Mathematics and Science Division
Kinesiology and Athletics Division
Caesar E. Chavez Library
Student Activities
Other:

Gift Designation
☐ SJCC Annual Fund  ☐ President’s Fund
☐ Jaguar Athletic Fund  ☐ SJCC Scholarships

Alumni Association
Business and Workforce Development Division
Area: __________________________
Language Arts Division
Area: __________________________
Mathematics and Science Division
Area: __________________________
Kinesiology and Athletics Division
Area: __________________________
Caesar E. Chavez Library
Area: __________________________
Student Activities
Area: __________________________
Other:

Gift Designation
☐ EVCC Annual Fund  ☐ President’s Fund
☐ Hawk Athletic Fund  ☐ EVCC Scholarships

Alumni Association
Business and Workforce Development Division
Area: __________________________
Language Arts Division
Area: __________________________
Math, Science and Engineering Division
Area: __________________________
Nursing and Allied Health Division
Area: __________________________
Social Science, Humanities, Arts & Kinesiology
Area: __________________________
EVC Library
Area: __________________________
Academic Support Programs
Area: __________________________
Student Activities/Life
Area: __________________________
Other:

Signature: _______________________

Make your gift online at
www.sjeccd.edu/foundation
ANNUAL FUND CAMPAIGN

Establishing a base line for annual fundraising
CASTING THE NET

- Campaign started February 26th, 2015 – based on affinity
  - E-mail Blasts
    - Cross referencing lists

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- Visits
THE PIPELINE
THE ROLE OF THE DEVELOPMENT OFFICER, CHANCELLOR, PRESIDENTS, BOARD MEMBERS

- Discovery - 32
- Cultivation - 33
- Solicitation - 22
- Stewardship – 26
REALIZED GIFTS

Gift Range: $50 - $6,000

Closed gifts: 35

Annual Total: $12,495

CASE Reporting Total: $22,405
APRIL ANNUAL FUND SOLICITATION

EVC Annual Fund

An immigrant from Vietnam, Triung came to Evergreen Valley College to pursue his interest in bioengineering.

At the age of 12, Triung and his siblings were left in Vietnam when his mom came to the US. 5 years later, Triung was reunited with his mom. Life in Vietnam, his mom struggled to provide for the family.

He knew that he needed to work hard to help his mother. In less than 3 years, Triung learned English, enrolled at EVC and is on track to transfer to University of California as a bioengineering student. “EVC makes it possible for me to be transfer ready at an affordable cost,” he says.

Your gift to the Annual Fund can help talented students like Triung.

Hear more student stories

SJCC Annual Fund

Rose always dreamed about going to college, so after graduating high school in 2001, she set out to do just that. However, at the age of 17 she became pregnant.

She attempted college several times, however childcare challenges, limited transportation and living paycheck to paycheck made it difficult to even show up the first day of classes.

As jobs came and went, Rose found herself relying on public assistance to feed her family. Wanting to set a better example for her children, Rose left her job to enroll full time at San Jose City College.

Thanks to SJCC, Rose is an intern project engineer for XL Construction, on track to completing a degree in Construction Technology and preparing to transfer to a CSU.

Hear more student stories
STEWARDSHIP

• Recognition opportunities
  o Events – 3 VIP Basketball receptions
  o Giving Societies (1921 and 1975 Societies)
  o Gift Processing – February 2015 to date
    ▪ Check processing – 50
    ▪ Thank you and acknowledgements – 26
    ▪ Annual payroll deduction tax receipts – 95 (100% accuracy rate)
    ▪ Check disbursement - 41
INAUGURAL ALUMNI ASSOCIATIONS

Josie Gutierrez ’58
SJCC Alumni Association President

Maria Duran ‘05
EVC Alumni Association President
Re-establishing old traditions at both colleges:

- Distinguished Service Award (faculty or staff member)
- Alumni Service Award (alumni volunteers)
- Alumni Achievement Award (career/community)

Establishing new district traditions:

- Dr. Rita M. Cepeda Distinguished Service Award
- Alumni Achievement Award
ALUMNI ENGAGEMENT

Gino Biorgioli
MHUSD Trustee; former VP Bank of America

Priscilla Francine Wright
Make-Up Artist

Josue Garcia
S.C. & S.B. Counties BCTC

Dan Orloff
Orloff Williams Strategic Marketing

Cassandra Staff
Director, Global Social Benefit Institute

Priscilla Francine Wright
Make-Up Artist

Josue Garcia
S.C. & S.B. Counties BCTC

Dan Orloff
Orloff Williams Strategic Marketing

Everett & Marilyn Randolph
Betty Howard Memorial Scholarship

Jose Salcido
Senior Policy Advisor former Mayor Chuck Reed

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Jose Salcido
Senior Policy Advisor former Mayor Chuck Reed

Everett & Marilyn Randolph
Betty Howard Memorial Scholarship
BRIDGE TO THE FUTURE 2015

The Road from Good to **Great**
Bridge to the Future 2015

• **Venue Options:**
  - Hotel Valencia - $15,000
  - Tech Museum - $12,000 not including catering
  - San Jose Discovery Museum – not an option
  - Santa Teresa Country Club – not an option

• **Prospective Venues:**
  - San Jose County Club – Mar 31 site visit
  - 4th Street Summit – Shana/Donald
  - City Hall – Carlos Watkins
  - Convention Center – Mar 31
  - Civic Center – Shana

• **Developing Theme:**
  - Bridge to the Future: The Road from Good to Great
  - Potential speakers: 3 alumni achievement award recipients
  - The Road from Good to Great Video
  - Sponsorship Package
QUESTIONS?