

REDWOODS COMMUNITY COLLEGE DISTRICT  
Minutes of the Foundation Board  
Wednesday, May 25, 2016  
Eureka Main Campus (SS202A)  
7351 Tompkins Hill Rd., Eureka, CA 95501

**Present:**

Jim Davis, Martha Traphagen, Sally Biggin, Bruce Emad, Jim Maher, Bill McAuley, Marty Coelho, Joe Hash

**Absent:**

John Corbett, Keith Snow-Flamer, Lee Lindsey, Doug Edgmon, Johanna Helzer

**Others Present:**

Kimberly Sweet, Jordan Walsh

**Call to Order:**

Foundation Board President Jim Davis called the meeting to order at 1:00pm.

**Approve Minutes Dated 1/14/2016:**

Remove David Tyson, add Marty Coelho to Introduction of New Executive Director of College Advancement and add \$ under scholarships next to the 65k.

It was moved [Emad] and seconded [Traphagen] to approve minutes.

A vote was taken and the Foundation Board voted unanimously to approve.

**Updates:**

**Dash of Color Updates:**

Joe Hash – Extremely Successful event – Between Football, Track, and Foundation we had 482 Registered Participants. The weather was great – the student athletes had a great time. Dropped the price and really tried to focus on getting families.

Most of the finances are in and it looks like the income was \$16,500 gross – Expenses came in around \$6,500 – Net was about \$10,000.

Increase in participation was a result of amped up marketing, partnering with media outlets – KIEM – Free Airtime. Partnered with Radio Stations – got trade out time on the radio with several radio stations. Communicated that this is a family friendly event - marketed it as children being welcome and encouraged to attend and participate. Facebook was a big promotional tool.

### **Scholarship Update:**

Filled the Boardroom. Awarded over 200 scholarships totaling in \$131,805 – More students turned up than donors – it is hard to get donors to come – a lot of them live outside of the area. Many of the active donors live outside of Humboldt County or are now the Next of Kin Contact. Celebration had student bios on the projector with a photo and that went over very well. One of the student workers called every student who received an award to invite them personally. There was a smaller reception in Del Norte – students showed an interest. In the future it would be worth inviting the del Norte and Sutter coast people to come and participate – awarded about 50 awards (20 were in attendance at the actual ceremony).

Marty Coelho – discussed possibly doing the Scholarship Reception in a different location next year – somewhere that people are able to mingle and fit more comfortably.

### **District Update:**

#### **Marketing & Branding – Marty Coelho**

Marketing and Branding – Working on reestablishing CR's presence in the community. A couple digital signs are up in the Airport. Eventually would like to have a larger permanent display.

Two lighted panels in the Mall in the center Kiosks.

During the summer we are going to be running our former TV commercial in local movie theaters to promote the associate degrees for transfer.

Signage on Campus – Working on a large Marquee sign here as well as Del Norte. Primarily for safety reasons – LCD Display with important notifications. Will present a nice presence to the campus. Updating all signage on campus and rebranding. We are looking at hanging lamp post flags on campus as well. (Similar to the ones at HSU) The whole atmosphere of the campus is going to go up a notch.

Outreach Team – Huge impact this year. There are 3 young ladies who are going to the high schools and community events and promoting CR. They work closely with the high school counselors.

Jim Davis – How do you see the foundation folding into the branding and outreach. CR wasn't present in the community – the foundation isn't present in the CR Community.

Website needs to be updated.

#### **Enrollments – Marty Coelho**

Ran an Enrollment Campaign in April – Had a long history of using advertising to promote enrollment but results were not necessarily measured. In April we did a radio campaign on 11 stations – CR Commercial 4-5 times a day – increased the activity on our website by 46% Seems to be an effective way to reach out in Humboldt County.

Come August we run a TV commercials and measure the impact on the website.

In general the enrollment numbers seem to have bottomed out and are starting to go back up again.

We changed the Web Content Management System now. The website will be a stronger marketing tool moving forward for us.

Launched yearlong registration – when you register you can register for summer fall AND spring at the same time. This will help us ensure continuity of education for our students – we can see which classes are in demand for students.

Sally Biggin – how do they manage the fees? – You pay the fees when you hit that semester.

Press Releases – we were in the paper at least once a week. It keeps us present. Come September and October there may not be as many stories – working with the Times Standard to see if we can get more feature stories. Hopefully there is interest on doing more feature

stories.

### **Fundraising Update**

What type of fundraising/alumni database do we need to purchase to be able to manage all the information, so that we can start doing an annual campaign? The investment is roughly \$25,000+ – it is a huge investment and you hope that you get the return. We need this type of database for donor/alumni information. There isn't a lot of competition in the marketplace for that type of software.

Clarified how to do online giving – could be a challenge – it is on task at this point – should be up and running in a few months. Corsair Fund – To improve the Student Experience – for example – so that we can use these funds in a flexible way. It would be nice if people were able to donate to a specific program.

Bruce Emad – VRBO Websites – they have done a fantastic job at very quickly taking you to what you are looking for by allowing you to filter through the amenities that you are looking for. We should do something like this for giving at CR

Bruce Emad – Our lack of advertising goes to our inability to connect with the community. We need to figure out what CR means to the Community as a job creator – we need to go out and say because of us you have \$\$ a year going through the local economy. Tell people that CR Plays a big role in your survival. We need things like that to push us into the front of many conversations.

Jim Davis – Are we sending information to HAF since they are now our financial managers? See if we can get information in their annual catalog.

### **2016 Meetings Update**

Wednesday, August 24, 2016

Wednesday, November 16, 2016

Wednesday, February 15, 2017

### **Approve the Foundation Financial Reports**

Doug Edgmon has worked to create more detailed reports and to keep things as simple as possible. Let us know if this new format works and if it is what you are looking for – we will make any requested changes for future meetings.

Bruce Emad – Jim and I were talking about the investment numbers – we want to work with Doug. If we look at the summary of investment accounts in the first quarter – we want to come up with a blended index that is more in line with how the investments are set up at HAF. Right now the allocation is 70% global, we want to have a global index. Bruce and Jim will help him come up with a more global way to look at things instead of using the DOW – that is not an apples to apples comparison. Investment Committee will work with Doug moving forward.

Bill McAuley – What is included is in one report, but not the other – why does one say 7,000,000 and the other says 3,000,000. Where are all of the funds?

Bruce Emad – the dollars that are at HAF are what you see on the report – those came from the Department of Labor with a mandate to let it grow. Contributions that have been made to different funds and scholarships and the growth of those moneys over the years. The audited statement takes all the other auxiliary organizations and including their worth into that. The HAF performance only refers to the manageable dollars that we are managing.

Bill McAuley – would like a road map that explains what the whole picture is.

No action was taken until Lee Lindsey and Doug Edgmon can be present to discuss and

answer questions regarding the financial documents.

**Appointment of Finance Committee:**

Bruce Emad as chair and Jim Maher and Bill McAuley also on Committee. Secretary and Treasurer are also on committee per bylaws.

It was moved [Traphagen] and seconded [Biggin] to approve minutes.

A vote was taken and the Foundation Board voted unanimously to approve.

**Appoint New Board Member - Monica Sperling**

Sally Biggin was assisted by Carol Mathews, CR Trustee from Del Norte. The name brought forward is Monica Sperling – retired Hospital Administrator – graduated from CR Del Norte – Registered Nurse. She sat on the Bond Oversight Committee. She would be thrilled to be able to give back to CR because CR did so much for her.

It was moved [Emad] and seconded [Traphagen] to approve minutes.

A vote was taken and the Foundation Board voted unanimously to approve.

**Approve revised Executive Committee Membership Bylaw**

Executive Committee was listed as meeting on an almost monthly basis. Change it so that the Executive Committee meets in between quarterly meetings to handle business in between meetings.

Revised the Executive Committee membership and meeting information as well as finance committee information.

Martha Traphagen– 8.1 – what does “third parties” refer to?

It came from state legal and that was added. What we agree to as a foundation does not affect the people we have a contractual agreement with

9.1 – formatting where it talks about the brown act.

Can we put the revision date on the new bylaws so that for future reference we can see when it was revised?

Bruce Emad – Article 9.1 says the finance audit committee monitors the foundations finances and financial transactions. How would this go about? Would we receive a quarterly report and approve that? After speaking with the business office the Committee can come back and say this is how we intend to fulfill this responsibility – the board can then say they are comfortable with that or not.

Change the words finances and financial transactions to financial reporting

It was moved [Emad] and seconded [Traphagen] to approve minutes.

A vote was taken and the Foundation Board voted unanimously to approve.

**Adjournment**

Foundation President Jim Davis adjourned the meeting at 2:03pm.