



Education Foundation of Stanislaus County
Annual Planning Meeting Minutes – November 14, 2014
Foothill Horizons

Attendees: Christine Baily, Rick Bartkowski, Carol Benson, Brittney Boone, Pam Denney, Pat Dodd, Ron Emerzian, Kenni Friedman, Don Gatti, Cheryl Goulart, Jessica Hewitt, Kathy Hobby, Stuart James, Scott Kuykendall, Amy Neumann, Sue Rich, Mary Ann Sanders, Melanee Wyatt

Called the meeting to order and passed the gavel to the new Chair Pam Denney. Carol Benson called the meeting to order and gave her formal resignation as a Board member due to a move to the Bay Area. She passed the position of Board Chair to Pam Denney.

EFSC Business

Approval of August Board meeting minutes (Action Item)

Pam Denney motioned to approve the August 14, 2014 Board meeting minutes. Mary Ann Sanders seconded the motion. It was unanimously approved.

Quarterly report, period ending Oct. 31, 2014 (Discussion and Action Item)

Don Gatti gave a recap of the financial balance as of October 31, 2014. The Education Foundation has a cash balance of \$252,000. The beginning cash balance was just under \$300,000. In the past, the Education Foundation has kept program funds in different accounts, but recently were consolidated and moved into SCOE accounts (as previously discussed).

Update on Endowment earnings

Don Gatti reported on the Endowment fund which was initiated in 2014 with a \$30,000 with the Stanislaus Community Foundation. Don reported that \$317 was taken out for administration fees from the Stanislaus Community Foundation and therefore there was a reported loss, but the Board is hopeful for an improvement in the long term. *Stuart James motioned to approve the Quarterly report. Mary Ann seconded the motion. It was unanimously approved.*

Program Review

Student Events (see printed report)

Cheryl Goulart discussed how the Student Events Program used the funding allocation of \$33,333 and decrease in coaches' stipends due to a reduced fund allocation from the previous year.

The Board also discussed strategic planning and collaboration with architects, engineers, and other community members to be engaged as mentors and coaches as well as financially in these student events. Cheryl discussed the need to develop a greater volunteer base. She discussed opportunities for the Board to get involved such as: speech and interview judges for Academic Pentathlon, Academic Decathlon, and Future Cities helping to distribute awards at the events.

YES Company (see printed report)

Melanee Wyatt gave an update for the YES Company program. Over \$41,000 in tuition scholarships were offered to students in Stanislaus County which included the \$33,333 allocated by the Foundation. "Alice in Wonderland" is the next performance scheduled. A few ways that the Education Foundation



Board could help would be: provide assistance for sustainability and growth, attend events, and become a “Friend of YES” member.

Outdoor Education (see printed report)

Jessica Hewitt gave an overview for Outdoor Education/Foothill Horizons. Staff members have been working 80% of their original contracts, which indicates opportunity for growth. There is a fee of \$284 charged to school sites, along with fundraising by students and donations that allows for students to experience Outdoor Education. Foothill Horizons can be used as a summer camp and site rentals as well as an experience during the school year. She expressed that there is a capacity for growth with 3500 students in Stanislaus County who don't participate, but could. The Education Foundation Board could contribute by: providing program ambassadors or cultural liaisons, and providing community awareness. All \$33,333 was expended for student scholarships.

Pam Denney and Sue Rich discussed that the Board approved dividing the funding evenly into thirds rather than the programs requesting funding to an allocation committee. The Board discussed the process of allocating additional funding to programs beyond Ad Hoc requests.

2014 Fundraising Events Report

Annual Fundraiser Dinner

Cheryl Goulart gave an overview of the Fundraiser Dinner income and expenses. The net profit was \$75,000 after expenses. There were expenses from the 2012 dinner that were added to the operating budget for 2014 due to late expense of the funds to purchase materials for a silent auction item (a dinner by John Surla). Sue Rich commented that the signature event committee will establish goals and improve revenue from this event.

Brunch

Carol Benson gave an overview of the Community Brunch. The net profit was \$87,000 after expenses. There were no expenses due to collaboration with community partners and innovative fundraising by Kathy Hobby and the Steering Committee.

2014 Budget Report

Sue discussed the 2014 operating budget which was approved at the November 2013 planning meeting. \$40,000 was allocated for two to the newly hired Fund Development Specialist. The funding was budgeted with an intentional carryover of \$20,000 for the second year, the 2015 fiscal year. Sue discussed that the endowment is designed so it could be accessed in an emergency as a “rainy day fund.” The decision was made to show the endowment as an expense on the operating budget, rather than both an income and an expense. This will be reflected in the 2015 projected budget that will be drafted by the finance committee and presented at the February 2015 full Board meeting.

Ad Hoc Report

Kenni Friedman discussed the Ad Hoc committee meeting that occurred on October 8, 2014. She discussed the mission statement for the Education Foundation that was approved by the Board.



New committees to better engage and inform Board members – aligned with programs

Sue Rich discussed that the hope for the newly established and re-populated committees is to create a better Board member engagement for the Education Foundation and programs. The committees would then bring ideas to the full Board for consideration.

Proposal to expand support to County Office Initiative — Presentation on Destination Graduation

Sue Rich gave a presentation on the Stanislaus County Initiative: Destination Graduation. Scott Kuykendall shared information about Come Back Kids. Come Back Kids is partnering with Learning Quest and has expanded from one site at Perkins Elementary to eight locations in Stanislaus County.

Sue Rich discussed ways that the Education Foundation could support this initiative. A few areas included recruiting, supporting, and preparing mentors through funding clearance fees. There is a Mentoring Summit on Friday, January 23, 2015, at Stanislaus County Office of Education. The target audience is local businesses that could support mentoring from within. Also invited are community members that are current or potential mentors.

Sue Rich also discussed the two week summer experience: “Road Trip.” This is a program targeting at-risk sixth graders as they transition to seventh grade. This will include field trips to college campuses and businesses, and guest speakers to inspire students to do well as they transition into middle school. It is not focused on academic remediation, but more about attitude, social skills, and attendance. The Education Foundation Board can help through approving funding toward this program for electronic device training and promotional materials.

The fifth pillar, joining the national 3rd Grade Reading Campaign (locally titled Stanislaus READS) provides another opportunity for the Education Foundation to support the initiative—primarily through the \$27 per child per year to join the Imagination Library.

Return to Ad Hoc Proposal regarding Destination Graduation (Discussion and Action Item)

Ron Emerzian discussed that this would be a fourth strategic initiative; it would not take away from the allocated amount toward the three programs currently funded. It would be an additional request of \$10,000. Further discussion is needed regarding strategic planning in this area. Sue Rich discussed that in the Articles of Incorporation it is detailed that anything supported by the Ed Foundation must be a Stanislaus County Office of Education project and this Foundation initiative falls under that authorization. This initiative would increase the impact across a diverse group of kids. Sue Rich proposed funding be flexibly allocated so when Kathy Hobby successfully raises funds for a specific portion of the initiative, the Foundation funding could be plugged into other unfunded needs. The decision to expend this funding would come through the yearly budget approval by the Board, The Advisory Board, and the Finance Committee.

Kenni Friedman motioned to approve adding Destination Graduation as one of the programs supported by the Education Foundation. Ron seconded the motion. The Board unanimously approved.



Proposal for use of remaining “Marketing” contract funds – Pam Denney

\$2,500 earmarked funds remain: EFSC Thank you cards and/or donor envelopes (Discussion and Action Item)

Pam Denney reported that \$2,500 was unspent from a previous contract and was available for another marketing project. Pam Denney proposed using the \$2,500 for thank you cards and donor envelopes. It was noted that if the funds are ear marked for a specific project or category, the Board does not need to make a motion to approve. *Pam Denney made a motion that \$2,500 be reallocated to the marketing budget to create thank you cards and envelopes. Christine seconded the motion. It was unanimously approved.*

Proposed Budget 2015

Sue Rich discussed the proposed budget for the 2015 fiscal year. The Board decided to table the approval of the entire budget to await a revised version to be drafted by the newly created Finance Committee. The Board decided to move forward with a proposed budget that was not based on a cash balance that had been rolled over from the previous year, but with expected income and expenses for the next fiscal year.

Pat Dodd motioned to approve a total of \$150,000 toward program allocations that were reflected in the 2015 budget. This includes \$120,000 to be divided into thirds for Yes Company, Student Events Program, and Outdoor Education, \$20,000 toward the endowment, and \$10,000 toward the Destination Graduation initiative. Ron seconded the motion. The Board unanimously approved.

Pat Dodd motioned that a committee be established to discuss the budgeting processes or formatting of this organization. Carol seconded the motion. Amy Neumann added to the motion that we include in the responsibilities of the committee to develop process of efficiency and accountability; including a review of the Administration expenses. Christine seconded this addition. The Board unanimously approved.

The Finance Committee will move forward with a proposed operating budget for 2015 to be reviewed at the February Board meeting.

Identifying chairperson-elect and Re-populating committees

Pam Denney proposed a vote to nominate candidates for the position of chair-elect. Carol Benson nominated William Broderick-Villa. The Advisory Board committee member chair will be Pam Denney. There was a discussion regarding two members at large. Kenni Friedman and Amy Neumann were nominated. The current chair, Pam Denney, made a sweeping decision to confirm and approve these nominations.

Chairperson-elect to begin in 2017 (Nov. 2016) -nominations and election

Board members were asked to affirm their position on the program committees and to sign up for the Signature Event, Marketing, or New Fundraising committees. Ad Hoc Committees to be formed as needed.

Advisory Board: current, past and future chairs + 2 members at large

Fundraising Committees

Presentation on Fundraising



Kathy Hobby gave a presentation of new ideas for raising funds for the Education Foundation. She gave an overview of the development process, ladder of effectiveness, donor relationships, and best practices. She discussed how to create revenue through a signature event, new events, and grants. She suggested growing to include a donor base in Turlock, Patterson and other areas of Stanislaus County.

Ambassadors to Programs

Carol Benson discussed the creation of Program Ambassadors. Program Ambassadors will meet four times per year, in between the Education Foundation quarterly Board meetings. Carol Benson discussed Program Ambassadors helping set goals and targets for funding each program and increasing the number of students that are impacted by each program.

Reaffirming current committee selections and chairs Ad Hoc Committees to be formed as needed

New considerations for 2015

“Trustees of the Foundation” - Proposal coming from Advisory Board (Info Item)

Pam Denney discussed an added group of Board members that are less active, but still utilized. They would be considered “Trustees of the Board.” This would include current Board members who like to work in a different capacity than they do currently. It would also include community members who are being considered as future Board Members. Carol Benson volunteered to be a Trustee.

Board Member Terms: Formalize the three year term (Discussion and Action Item)

Pam Denney decided to table this discussion until the February Board meeting.

Approval of meeting dates for 2015 (Discussion and Action Item)

Pam Denney discussed future meeting dates for 2015.

Thursday, February 12, 8 – 10 AM, in the Petersen Event Center at SCOE, Rooms 1 & 2

Thursday, May 7, 8 – 10 AM, in the SCOE Board Room (2nd floor at 1100 H St. main building)

Thursday, Aug. 13 8 – 10 AM Location : Event Center Rooms 1 & 2

All day, Friday Nov. 20 Location: TBA

Requests for location?

Adjourn (Action Item) & Tour of Foothill Horizons (for those who stay for a tour)

Meeting was adjourned by Pam Denney at 3:30 pm